

United States Jobs Expertini®

Social Media Engagement Producer

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Company: Artisan

Location: United States

Category: business-and-financial-operations

Are you a creative and innovative multimedia journalist who is passionate about the topics covered and excited about experimenting on different platforms? Our client is looking for a Social Media Engagement Producer dedicated to growing and deepening the relationship with their audience on social media channels.

In this role, you will showcase the versatility of the work. Stories vary from breaking news to long-form investigations to podcasts to commentary. You will create short form video and compelling graphics to showcase the work, as well as create social strategy, conceive of and execute digital storytelling projects. This is a 40 hour per week, fully remote contract role.

Portfolio Note: In order to be considered, candidates must have 3+ years' proven experience as a digital editor or producer at a news site or digital agency, experience in a newsroom or similar industry, and a portfolio that shows experience shooting and editing mobile-first videos, including on camera work.

You Will:

Develop and execute platform specific strategy for social media channels (TikTok, Instagram, Facebook, X, and more) and other digital platforms

Develop creative ways to showcase social content on website

Create and publish short form video in line with larger social strategy

Drive website traffic and engagement through SEO optimization, promotion and analytics

Create, package, and promote content based on reporting for digital platforms including articles, images, video, audio, graphics, and visualizations

Create content for membership, podcasts and events to deepen engagement with our existing audience

Keep up-to-date with latest trends in digital media and evaluate new technologies to improve user experience, engagement and revenue

Manage production schedules, oversee assignment workflows, and coordinate with other teams to promote content across print, broadcast and digital

Ensure company brand and editorial guidelines are maintained across digital properties

You Have:

3-5+ years experience as a digital editor or producer at a news site or digital agency

Experience in covering national news

Must be able to work normal business hours (either PST or EST)

Have a portfolio that shows experience shooting and editing mobile-first videos, including on camera work

Experience posting to social media through non-native content managers like SocialFlow, HootSuite, or other similar social management platforms.

A flexible schedule to account for breaking news

Experience with data software like Parse.ly, Google Analytics, or platform native analytics functions

Knowledge of AP style, impeccable grammar and copy-editing skills

Advanced proficiency in Adobe Premiere, Photoshop, and Illustrator

Proficiency with SEO best practices and website analytics tools

Strong, proven editorial judgment and ethical standards

Strong communication, organizational and time management abilities

Logistics:

Projected Start Date: ASAP

Duration: 2 months + potential to extend

Hours/Week: 40 hours per week ideal, but open to 20 hours per week depending on candidate schedule

Team Structure: Working with Writers, Designers, and Marketing team.

Salary/Rate: \$40-\$50 per hour PAY

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