



We are a customer focused provider of audio solutions. We exceed users' expectations with well thought out design, integration, and service. Our purpose-built products meet our customers where they are at, enhancing their moment with a powerful experience through music.

JOB TITLE: Social Media Strategist

Key Responsibilities:

- Expert using, interacting, and monitoring all social media channels and applications
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs
 - Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Create, maintain, and manage social media calendar
- Ability to conceive, launch and execute social campaigns
- Provide detailed reports of social interactions and statistics
- Ability to identify peak user engagement times
- Self managing projects from initial conception to completion
- Comfortable working on multiple projects in a fast paced, deadline driven environment

Required Skills/Qualifications

- A team player with a positive attitude
- Basic working knowledge of Adobe Creative Suite (Photoshop + Illustrator)
- Understanding of SEO, keyword research and Google Analytics
- Experience with Sprout Social, Falcon.io, or other social monitoring platforms a plus.
- Basic knowledge of file types, JPGS, PNGS, PSD, etc.
- Bachelor's in marketing, Business, or similar
- Requires 3+ years of professional social media experience
- Proven record of successful previous social media campaigns
- Excellent communication, grammar, and people skills
- Travel as needed for trade shows, sales events, and photo shoots

About Rockford & Benefits

Rockford Fosgate is an equal opportunity employer located in Tempe, Arizona. Join us and thrive in a dynamic office environment where your contributions truly make a difference. Enjoy the benefits of flexibility, competitive pay, affordable healthcare, a 401k match, and a pathway for growth.

Interested and qualified applicants are encouraged to send their resume and cover letter to jobs@rockfordcorp.com Visit www.rockfordfosgate.com to learn more about us.