The PR/Social Media Specialist serves as the public relations and social media expert for Samuel Hubbard Shoe Company LLC. The incumbent will develop and execute the social media strategy and content, write press releases, and pitch media as appropriate while also assisting with other general marketing functions. Reports to VP Marketing.

**You are:**

Strategic. You can develop, maintain, and execute comprehensive social media, digital content, and PR strategies that build brand equity and furthers the visibility of Samuel Hubbard while increasing engagement with current and prospective customers.

Creative. You know the difference between an Instagram Story and Snapchat opportunity and have the creative skills to execute both flawlessly. You can personally create social images, Vine-type videos and other short-form pieces that get people talking. Ultimately, you’re a content creator with a track record of growing followers, engaging and retaining them, and helping convert them into active customers and website visitors.

Analytical. You are excited to regularly review website and social media metrics data using tools like Google Analytics and social media account statistics, identify and report on influencers, trends, and outcomes, and identify opportunities for additional engagement. You’ve monitored competitors and created competitive reports that provide ranking and any key learning that apply to their social media presence and strategy.

**Essential Duties and Responsibilities:**

* Develop relevant and brand consistent content (blogs, original text, images, video or HTML, stories, profiles, etc.) for Samuel Hubbard’s social media, website, and digital initiatives.
* Lead public and media relations efforts, including building relationships with media, writing press releases, creating media kits, coordinating media interviews, and influencer outreach to relevant individuals and communities.
* Develop announcements and memos, and other communications as directed (for example, but not limited to press announcements, media pitch emails, newsletters, Q&A, briefing documents).
* Manage distribution of external announcements to various targets; post all press releases and blogs to company website.
* Develop and maintain editorial calendars for media pitching/outreach.
* Monitor and evaluate social and PR community feedback; identify threats and opportunities in the generated content and appropriately inform the management team.
* Establish metrics to track performance, communicate anecdotal and qualitative data and implement changes to improve results if necessary.
* Stay informed of trends in social media and any other related tools.
* Optimize company pages within each platform to increase the visibility of company’s social content.
* Collaborate with other departments (customer service, sales, and merchandising) to manage reputation and coordinate actions.

General Marketing functions will include:

* Enter all media buys both print and digital into key spreadsheet (s) where we track ad placements and ad costs per week.
* Create spreadsheets to analyze media success
* Maintain PR and ad placement library
* Work with our retail accounts and sales reps to provide assets/content/ads and track coop ad dollars and placements.
* Maintain POP catalog and send materials to retail accounts/reps.
* Assist VP Marketing

Skills/Requirements:

* BS/BA BS/BA degree in marketing, public relations, journalism, communications, and/or related fields.
* 2-3 years of proven working experience in social media and PR in an agency, CPG, preferably with ecommerce as well as executing word-of-mouth campaigns (blogger/influencer outreach programs)
* Excellent consulting, writing, editing (photo/video/text), presentation and communications skills.
* Knowledge of online marketing, web design, web development, UX/UI, SEO.
* Positive attitude, detail and customer-oriented with good organization ability.
* Demonstrable social and PR networking experience and social analytics tools knowledge.
* Experience using Adobe Suite, Photoshop; or other key imaging software
* Must have active accounts across key social media sites including, and not limited to, Facebook, Twitter, Instagram, Google+, etc. (You will be asked to provide access to accounts you have established and maintained)
* Experience in the shoe industry a plus
* Photography and/or videography background a plus

To apply, please send resume and cover letter to [donita@samuelhubbard.com](mailto:donita@samuelhubbard.com)