

What's up? We're Nautical Network! A digital media and production house for the yachting & boating industry, dedicated to leading our industry - partnering with some of the largest brands to make magic happen.

Culture is our key and team is how we build it. Nautical Network is built on a combination of diverse backgrounds collaborating to put forward innovative, creative and strategic solutions to the one advantage that stands the test of time.

At Nautical Network, we're lucky that everyone within our walls thinks creatively – and shares a passion for building communities and understanding a world of digital media and content creation. In that case, our leaders and artists serve a slightly different role than more traditional “digital creative / account types” but thankfully none of which involve the term “design ninja”.

This position is a full-time position, with an immediate start date.

### **Who are you?**

A social media enthusiast and ultimate team player who will create value in any situation. You understand where the social media world has been, where it's going, and how to connect with the OGs, and how to implement and bring new strategies to our brand and our clients' brands . You have a passion for making sh\*\* happen and a hunger to learn how to create meaningful social media programs that drive engagement and extend brand experiences.

You are the ultimate community builder; coming up with strategies and tactics to grow existing social media accounts, managing follower feedback like a pro, anticipating what's coming next, and surprising and delighting communities.

The Social Media and Community Coordinator will play a critical role in the management and distribution of the content on our channels as well as our clients. They will manage all content calendars, social copywriting, content posting and community management across our editorial and social channels. They will optimize our content, continually doubling down on the content types and tactics that are driving the most growth.

### **The PITCH**

Well, now we're looking for someone who lives and breathes Social Media even more than us. Do you know all of the latest trends? Creative? Best Channels? Maybe you've dabbled in the world of influencers? Believe in the power of social media and community management to change hearts, minds, and drive sales? Love the hustle of fast-paced, hyper-growth new-company life? Thrive in a role where you can bring ideas to life on billions of screens? Cool. Then let's talk.

## Here's where you come in

- Grow and Manage Communities primarily on Instagram, TikTok, Facebook & YouTube
- Ongoing monitoring of brand social channels & relevant online conversations looking for highest impact opportunities to engage (including proactive identification of conversations & communities strategically and creatively relevant for the brand)
- Continuous active listening on brands currently tracking every follower interaction: comments, responses, DM's
- Analyze brand and cultural trends
- Bring insight on a subject-matter and specific subculture.
- Create on social media daily
- Has an ability to make relevant content across all platforms and has extraordinary skills in at least one if not all of these: design, video editing, social media copywriting
- All applicants will be asked to provide recent content examples from social media accounts
- Proficient in one or many of the Adobe Creative Suite or design programs and eager to continue to learn and evolve in other efficient and effective ways to make social first content: Mobile creator apps and in app editing (Instagram story creation, TikTok editing etc.)
- Responsible, accountable, deeply passionate about their own personal interests and hobbies, and of course kind, compassionate and empathetic because you love the magic of collaboration
- Willing to go beyond basic tracking to analyzing and drawing hypothesis, including providing a daily digest of observations + recommendations
- Follow proper escalation systems, as needed, for fans with negative feedback.
- Seek opportunities to insert the brand in social conversation, whether around relevant trending topics/news or engaging with social influencers/celebrities/other brands

## The ideal candidate has

- 2+ years Direct experience managing and growing communities
- Experience growing Instagram, TikTok, YouTube and other social media channels/accounts
- High School or College degree with a passion for learning and research
- Consider oneself a Social Media "know it all"
- Can combine creativity and analytics with the ability to convert into a story
- Innate curiosity and ability to adapt + be flexible, whether with new tools, platforms, processes, etc.
- Proficient in Adobe Creative Suite, Creative Writing and/or design tools
- Proven expertise with timeline management and impeccable communication
- Responsible, accountable, cool and always kind because you love the magic of collaboration
- A sparkling personality that will mesh well with the existing Nautical Network family
- A smile on their face the majority of the time

This is a full-time role based in our Tampa, FL office.

Starting Base Salary: \$36,000-\$48,000 (Plus commission/referral opportunities)