

## **About Us**

With over a decade of experience in the industry, Sean Knight founded the Yak Group. A full-Service agency focused on helping businesses to move from the static to a dynamic brand.

The Yak Group helps businesses in a variety of things. From their brand development to build their digital presence. We are a small agency where our clients can improve and get more sales.

We are currently searching for a Social Media Manager to join us in this journey and bring their skills to everything social media related.

While our company has its headquarters in Southern Humboldt, California, this role will require a combination of home and office-based working. We are not a traditional company, so we are open to all kinds of arrangements given you get the job done. However, we would need someone living in Northern Mendocino, Humboldt County for this role.

## **The Benefits**

- Salary depending on experience
- Flexible working
- Offices in a convenient location

If you have a strong background in social media planning and marketing, this is an exciting opportunity to shape the online presence of business around you.

You will have to make sure that we are part of relevant online conversations about business, marketing, branding, digital development, and the like.

We want to get involved with a wide range of partners and events. We want to find relevant cooperation relationships for social media.

## **The Role**

You will be responsible for our everyday social media marketing efforts. We want our messages to reach as many relevant people as possible.

It will involve working on a wide variety of channels, including but not limited to Facebook, Twitter, Instagram, YouTube, and LinkedIn.

You will have the duty to inform and showcase our messages, craft winning campaigns, create and share relevant/engaging content, network with people online, and deal with issue management when needed.

Additionally, you will:

- Influence the public perception of our company.
- Be a pillar in the growth of our online content and campaigning activities
- Create and engage our digital communities.
- Meet our content goals.
- Focus on retention and engagement.
- Report any crises or potential issues to our team, helping us to manage any crisis.

### **About You**

To join us as our Social Media Manager, you will need:

- Extensive social media marketing experience in a multi-channel environment.
- Having evidence of managing successfully a social media strategy including community management, content strategy and developing and commissioning social assets
- Experience in creating and curating media content using relevant tools to speed up the process.

We look for diversity in our collaborators, and we are convinced about giving equal work chances to all candidates. We are sure that the more diverse our collaborators are, the better our work will be.