**Organization:**  Right Stuf, Inc.

**Title:** Social Media Coordinator

**Location:** Grimes, IA

**FLSA Status:** Non-Exempt

**Company Overview:**

Video Publisher? Or Online Retailer? The Answer Is “Both!” And More…

Right Stuf, Inc. is an independent video publisher that specializes in packaging and distributing prerecorded programming to English-language audiences – from Japanese animation (anime) to foreign live-action content.

In addition to selling its own publishing division’s products, Right Stuf, Inc. also resells and distributes anime-related and Asian live-action merchandise – including DVDs, Blue-ray discs, books, apparel, artwork, audio CDs and more – on behalf of other North American suppliers.

Right Stuf’s unique position as a publisher, distributor and retailer gives it a distance advantage in the anime marketplace, as it operates in both the business-to-business and business-to-consumer sectors. Right Stuf is the largest of North America’s anime-specific retail and distribution companies, selling products both direct to fans and to other retailers, via its web site, phone and mail-order. It also provides business services for firms throughout the North American anime industry, from phone banks and data entry to demographic research, the creation of online storefronts, and more.

**Position Overview:**

The Social Media Coordinator ensures branding consistency across all media platforms (e.g. websites, content marketing, networking on social media, e-commerce, search and social advertising, SEO, marketing automation, apps, media/blogger outreach, etc.). The role is responsible for how Right Stuf, Inc. is communicated and experienced through digital interactions during the customer experience. The Social Media Coordinator executes the marketing strategy through daily updates and interaction with the customer base.

**Functional Responsibilities:**

* Define interactive web strategy, detailing what sites and social assets the brand will maintain
* Identify opportunities for customers to use social media to enhance their overall experience
* Stay relevant to latest trends and growing platforms
* Support the Marketing Department with research, analysis, and reporting
* Participate in planning efforts for integrated marketing campaigns, including print/digital ad direction and development, online user experience mapping, web and e-newsletter content strategy, and social media campaign execution
* Manage and oversee campaign execution throughout social media channels
* Lead the development and implementation of programs to increase customer awareness, deepen engagement, and increase usage of Right Stuf’s social media channels
* Assist with the creation and implementation of promotional events
* Monitor and respond to customers
* Proofreading various materials such as press releases, ads, catalogs, and articles
* Other duties as assigned

**Qualified Candidates will have:**

* Bachelor’s degree (Marketing or Communications major preferred)
* 1-3 years marketing experience
* Expert knowledge of advertising for social media channels such as Facebook, Twitter, Instagram, etc.
* Knowledge of tools such as Google Analytics and the ability to perform data analysis with them
* Basic knowledge of website design, html, SEO, online advertising, email marketing, and e-commerce
* Able to make creative suggestions in the interest of the organization
* Experience with software such as Adobe Suite
* Knowledge of anime/comic book/gaming industry
* Excellent verbal communication skills
* Excellent writing, researching, and proofreading skills
* Strong attention to detail
* Team-oriented attitude