

Social Media Manager Position Description

Keiser is never satisfied with the status quo and strives to push the limits of fitness science. By beginning the design process with the human body in mind rather than the limits of current technology, Keiser develops science-backed solutions that break the accepted rules of the industry.

We are searching for a talented Social Media Manager to represent our company by building a social media strategy and presence that will fuel the passion of our existing fan base and build awareness of Keiser's relentless pursuit to improve human performance.

A successful Social Media Manager will come with a wealth of pertinent experience, be a fitness/athletics/health enthusiast, think strategically, act through an organized approach, and be mindful of performance through goals and KPIs. You will manage the voice of Keiser by bringing together key Executive, Marketing, Sales, Education and Service personnel to engage the customer through social media. By seeking and recognizing the everyday stories happening at Keiser and collaborating with team members across the organization, you will have the ability to develop Keiser's social strategies and tactics, implement social media tools, coordinate the efforts of social engagement with multiple stakeholders, and manage Keiser's social voice and presence.

Social Media Manager Responsibilities

- Work with Keiser's Executive and Management Teams to build Keiser's social media strategy, including: Strategic Plan, Content and Topic Categories, Channel Strategy, Influencer Strategy, Engagement Playbook, and Performance Measurement Plan.
- Create and manage the daily social media calendar.
- Setup social media monitoring and collaboration tools – responsible for bringing together and coordinating the work of Keiser team members to facilitate social media engagement across Education, Marketing, Sales, Service, Engineering and Thought Leadership. Ensure proper and rapid response to social outreach from customers and fans.
- Coordinate Marketing, Development and Agency resources for social media campaign strategy, planning and execution.
- Establish key performance metrics and the ability to monitor and report on a regular basis.
- Monitor trends in social media including tools, applications, channels, design and strategy and be a source of knowledge in social media trends for the organization.
- Develop and expand community and/or influencer outreach efforts.
- Oversee design and content development for social media assets.
- Assist the company in developing assets, tools and approaches to capture happy, loyal customer online reviews.
- Creating, facilitating and managing paid social media budgets and campaigns.
- Identify and report threats and opportunities in user-generated content surrounding the company.
- Managing our online communities to ensure respectful and appropriate engagement..
- Responding to comments on each of our accounts.
- Overseeing customer service provided via social media.
- Coaching Keiser team member, organization-wide, on content creation best practices.

Social Media Manager Requirements

- Fresno, California based. Your ability to fuel the passion of Keiser will be based on becoming immersed across all facets of the organization. We are looking for someone who can help

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bring the culture, passion for excellence, and everyday Keiser moments into our social media presence.

- 3-7 years Social Media Experience, building strategy, managing the day-to-day and acting as the voice of a brand digitally.
- Bachelor's degree in business, marketing, journalism, public relations or related field
- Understanding of graphic design principles
- Strong knowledge of Search Engine Optimization and internet ranking for web content
- Deep knowledge of and experience guiding the development, design and measurement requirements for social media campaigns
- Strong project management skills
- Ability to manage and supervise a diverse group of employees and simultaneously work toward many company initiatives at once
- Proficient in Excel, social media monitoring and management platforms, and web analytics
- Strong communications and active listening skills
- Ability to approach strategy by starting with a deep understanding of the audience and Keiser users
- Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention