



FULL CIRCLE FARM, INC.
Job Posting: Online Social Media Marketing Specialist
January 27, 2012

Company Profile

Founded in 1996, Full Circle (www.fullcircle.com) is the Northwest's leading organic produce delivery service and a fast growing national leader in the farm-to-table movement. The company has a corporate office in Seattle, a farm in Carnation, a new subsidiary in CA, and offices in AK and ID. The Company has grown at an annualized rate of 40% per year for the past several years. The company's marketing efforts continue to grow daily and are a strategic priority.

Position Description

Looking for rising social media/online marketing rock star. We're not just talking about tweets -- we need a marketing specialist who is on top of social media trends and who lives, breaths, eats, & sleeps connecting with customers in new ways. We are a growing company with lots of opportunity. This role needs an enthusiastic self-starter who is not afraid to take initiative and responsibility for social media programs and projects. We are looking for an experienced team player that is analytical, inquisitive and pro-active. Strong organizational and communication skills with the ability to manage multiple, concurrent projects and resources in a deadline-driven environment required. We are looking for a creative and mission-driven individual that believes in what we're doing.

Responsibilities include but not limited to:

- Oversee day-to-day social media operations including:
- Creation/maintenance of social media presence on established social channels including but not limited to Facebook, Twitter, Google+, LinkedIn, Pinterest and Onesheet.
- Regularized posting, tweeting and blogging around a strategic messaging calendar
- Engaged and informed response to tweets, posts and other customer communications and work with and train Customer Service to resolve issues, answer questions and extend dialogue.
- Blog contributions & regular engagement in local food forums
- Outreach to and networking with strategic online talent partners to enhance coverage and reach of company and game related new, including relevant YouTube talent.
- Serve as a Lead for all social media efforts
- Utilize analytical applications, such as Google Analytics, for reporting of metrics and analyzing campaigns
- Provide overall marketing and communications support by assisting with newsletters, collateral materials, etc.
- Competitive tracking
- Outreach to blogging community

Minimum Qualifications

Please do not apply unless you meet these minimum required qualifications, as you will not be considered for the position. This is not an entry-level position.

- Bachelor's degree
- Fully versed and current in social media platforms and trends
- 2-3+ years of social media, advertising and/or marketing experience in a professional capacity
- Agency or in-house social media roles preferred
- Strong analytical capabilities – spreadsheets a natural language, always asking 'why?'
- Blogging experience a bonus, but candidate must also have professional projects in his/her portfolio
- Experience with web and social media influencer measurability and analytics tools like Google Analytics, Facebook, Insights, Tracker, SocMetrics, MBlast, PeopleBrowsr and Klout a plus.
- Ideas and opinions about how to build a strong online community and the confidence to share them.
- 2-3+ years of project management experience.
- We need someone who can run a project from concept to launch in weeks.
- Excellent communication and writing skills (writing sample required).
- Eagle-eyed editor who can screen for typos and messaging 'voice' in all posts/online interactions.
- Customer centricity outlook.
- Detail-oriented, organized -- we work at a very fast, start-up pace, so skill at multi-tasking and tracking projects is required.

Compensation

DOE

To Apply

To apply please send resume, detailed cover letter, compensation requirements and two related writing samples to jobs@fullcircle.com with "Social Mrktg Spec" in the subject line.

To learn more about our company please visit our website at: www.fullcircle.com. Please no calls or visits. Only most qualified will be contacted for an interview. Continuous review of applications until position is filled. We are expecting to fill the position within three weeks.

Thank you for your interest in Full Circle.