



JOB DESCRIPTION

Position: Social Media Content Creator

Type: PT/hourly; 10-15 hours/week

Location(s): Eden Prairie & Minnetonka Locations, partially remote

ROLE & RESPONSIBILITIES

As the **Social Media Content Creator** at Nautical Bowls, you are responsible for capturing content for the brand's social channels that is on-brand, beautiful and engaging. Social media is our #1 form of marketing and we're looking for someone who is able to continue elevating and pushing the envelope on how we show up across all channels. Hello, dream job!

This role is both a strong copywriter and content developer with experience in shooting and editing photography and video content, in addition to design work. This role must also have a flexible schedule on weekdays, weeknights and weekends depending on social campaigns. We know life on social doesn't stop and we often need to pivot quickly to capture and post the best content.

A DAY IN THE LIFE

- You share our company core values and coach your team(s) through these values
- You identify opportunities on our social channels and are quick to create solutions and actions, enrolling key parties to keep Nautical Bowls a trailblazer online
- You create engaging (and on brand) content for our social channels by storyboarding and assembling raw footage, inputting sound and graphics to enhance footage, and correcting lighting into long and short form videos and reels.
- You write engaging, fun captions and copy for stories and posts
- You partner with founders and marketing consultant to have all content proofed and approved prior to posting
- You partner with marketing consultant to ensure all content ladders into the overarching brand calendar and goals
- You execute and publish all content for Nautical Bowls channels on a daily basis
- You attend various Nautical Bowls events to capture content and represent brand from a social perspective

WHO YOU ARE

- You have a deep passion for our core values and mission
- Minimum of 2+ years experience in marketing, media, art, design, communication, photography, videography, and/or technology
- Proficiency in different editing software and social platforms, including Instagram, Facebook, Lightroom, Canva, and Adobe and Illustrator.
- Ability to take and follow instructions while also having an eye for improvements.
- Creating something from nothing excites you.
- You're known for exemplary work ethic, positive attitude and can-do, self-motivated spirit in a fast paced environment.
- Relationships are your middle name. You are the best in the world at connecting with others and encouraging audience engagement.
- You are most comfortable in an entrepreneurial, fast paced and changing environment.
- You integrate fun into your work (you don't take yourself too seriously) but know how to balance this with a strong business and leadership mindset.
- You are incredibly organized with a high attention to detail. To-do lists are your thing.
- You have a strong and proven work ethic with the ability to adapt and pivot quickly.
- You are goals and growth minded; you are a constant learner and always setting goals for yourself and others.
- Community is your middle name; you wake up excited to connect with others and build relationships.

COMPENSATION + SCHEDULE

- Hourly
- Schedule: 10-15 hours/week (with option to increase pending needs of business)