



## NOW RECRUITING!

# Social Media Manager

### TO APPLY, SEND:

- 1. **Brief Cover Letter**
- 2. **Resume**

**Email Application → [admin@sharingalaska.com](mailto:admin@sharingalaska.com)**

### STATUS

- Part-time
- Anchorage-based / hybrid work environment
- ~10-15+ hours / week

### COMPENSATION

- ~\$20 – \$25+ an hour DOE + bonuses
- Opportunities for paid training, advancement, and full-time conversion w/ health insurance

### COMPANY OVERVIEW

Sharing Alaska is a rapidly growing tourism media startup. Sharing Alaska was born out of a desire to share the beauty and wonders of Alaska with locals and visitors alike. We partner with local businesses and tour operators to create a strong, sustainable, and eco-friendly tourism economy in the Last Frontier.

### POSITION OVERVIEW

We are in search of a dedicated Part-Time Social Media Manager to oversee and enhance our online presence across various social media platforms. The ideal candidate will not only manage our profiles but also create compelling content for Sharing Alaska and our tour operator partners. We are looking for a self-disciplined and motivated, organized, and hardworking team player with in-depth social media knowledge and digital branding experience to join the Sharing Alaska team!

### KEY RESPONSIBILITIES:

- **Social Media Management:** Oversee, manage, schedule, and curate content for all Sharing Alaska's social media profiles, ensuring consistent brand voice and aesthetics.
- **Content Creation:** Design and produce engaging graphics, videos, and written content that reflects the essence of Alaska.
- **Community Engagement:** Respond to comments, messages, and mentions in a timely and brand-consistent manner. Foster a vibrant and engaged online community.
- **Trend Monitoring:** Stay abreast of current social media trends, tools, applications, and relevant social media influencers in the Alaskan sphere.
- **Content Collaboration:** Work alongside local Alaskans, tourists, and businesses to co-create and share user-generated content.
- **Analytics:** Track and analyze social media metrics to gauge performance and refine strategies as needed.
- **Client Collaboration:** Develop bespoke social media content for our clients, ensuring it aligns with both the client's and Sharing Alaska's brand voices.

### QUALIFICATIONS:

- 2+ years of social media management or content creation experience
- Startup or early-stage company experience a PLUS
- *Preferred* Bachelor's degree in Marketing / Communications
- Proficiency in using social media platforms such as Instagram, TikTok, Facebook, YouTube, and Twitter
- Adept at using social media management and design tools like Canva, Hootsuite, CapCut, Adobe Suite or similar
- Familiarity with Alaska's tourism industry and Alaskan culture, landscape, and lifestyle
- Very organized with exceptional communication skills and attention to detail
- Ability to work independently and collaboratively in both a remote setting **and in Anchorage, Alaska**