



NOW HIRING!

Social Media Manager

TO APPLY:

- 1. **Fill out Application Form and upload Resume**

Fill out application form BELOW

(must be logged into Google)

<https://forms.gle/CtMoB7xv4EjActPw7>

STATUS

- Full-time | ~40 hours /week
- Anchorage-based / hybrid & flexible work environment

COMPENSATION

- Salary: ~ \$40,000 - \$52,500+ DOE
- Opportunities for company equity, paid training, advancement, and health insurance

COMPANY OVERVIEW

Sharing Alaska is a rapidly growing digital media startup in Anchorage, Alaska, with over 1 million followers across our channels. Our mission is 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, eco-friendly tourism economy in the Last Frontier by showcasing tour companies and their tour products and services. We pride ourselves on constantly learning, adapting, and having the highest standards for our team, partners, users, and viewers.

POSITION OVERVIEW

We are in search of a dedicated and creative Social Media Manager to

- 1) **contribute to managing Sharing Alaska's online presence across social media;**
- 2) **manage 4 – 6 clients' tourism and hospitality social media accounts.**

The ideal candidate should be able to identify trending audio, edits, templates, and videos and create and edit compelling content for Sharing Alaska and our tour operator partners. We are looking for a self-disciplined, organized, and hardworking creative team player with excellent social media knowledge and digital branding experience to join our team!

KEY RESPONSIBILITIES:

- **Social Media Management:** Manage Sharing Alaska's and clients' social media accounts: schedule posts, respond to DMs and comments, engage with followers, curate and create content, and ensure consistent brand voice and aesthetics when posting.
- **Social Media Trend Monitoring:** Stay abreast of current social media trends, songs and audio, tools, applications, and relevant social media influencers in the Alaskan sphere.
- **Content Discovery:** Explore, find, and engage social media posts related to Alaska; search various online groups to stay in touch with online Alaskan content; source various photos, Reels, Tiktoks etc.
- **Content Creation:** Design, edit, and produce engaging graphics, videos, TikToks, Reels, and written content that reflects the essence of Alaska and adheres to our branding; create content that goes viral.
- **Community Engagement:** Work with the Community Engagement Manager to respond to comments, messages, and mentions in a timely and brand-consistent manner. Foster a vibrant and engaged online community.
- **Content Collaboration:** Work alongside the Sales Manager and with local Alaskans, tourists, and businesses to co-create and share user-generated content as directed by management.
- **Analytics:** Track and analyze social media metrics and compile reports to gauge performance and refine strategies.
- **Client Collaboration:** Develop, edit, schedule, and post social media content for our clients, ensuring it aligns with both the client's and Sharing Alaska's brand.

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***