



**NOW HIRING!**

# Social Media Manager

## **STATUS**

- **Full-time** (Part-time considered, but hire preference given to Full-time applicants)
- **Location:** Anchorage-based: Hybrid / Remote
- **Salary:** \$40,000 - \$52,500+ DOE
- **Benefits:** Opportunities for company equity, paid personal development training, generous vacation time, paid travel perks, career advancement, and full dental + health insurance

## **TO APPLY:**

- 1. **Fill out Application Form and upload Resume** (*must be logged into Google*):  
<https://forms.gle/CtMoB7xv4EjAActPw7>

## **COMPANY OVERVIEW**

Sharing Alaska is a growing digital media startup based in Anchorage with over 1 million followers. Our mission is to showcase Alaska's beauty while supporting a sustainable tourism economy by partnering with local businesses and tour operators. We prioritize learning, excellence, and delivering high-quality content for our partners and audience.

## **POSITION OVERVIEW**

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

- 1) **manage around 3 – 5 client tourism and hospitality social media accounts**
- 2) **contribute to Sharing Alaska's online presence across social media**

The ideal candidate should be able to identify trending audio, edits, templates, and videos and edit existing content for Sharing Alaska and our partner clients. 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 energetic team!

## **KEY RESPONSIBILITIES**

- **Social Media Management:** Manage a small cohort of client social media accounts. Includes: collaborating with clients; scheduling content; liking, commenting, & DM responses; internal and external follower engagement; curate and edit content ensuring consistent brand voice and aesthetics when posting.
- **Community Engagement:** Foster a vibrant and engaged online community for client accounts. Work with the Community Engagement Manager to respond to comments, messages, and mentions in a timely and brand-consistent manner.
- **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.
- **Trend Monitoring:** Follow current social media trends including: songs and audio, edits, features and local influencers.
- **Analytics:** Track and analyze social media metrics and compile reports to gauge performance and refine strategies.
- **Content Creation:** In a limited capacity, edit existing assets & produce engaging graphics, videos, or short-written content.

## **QUALIFICATIONS**

- 2-3+ 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 'X'
- Knowledgeable at using social media management and design tools like Canva, SproutSocial, CapCut or similar
- Knowledgeable of Alaska's tourism industry, culture, landscape, and lifestyle; and adventure/tourism video editing styles
- Very organized with exceptional communication skills and attention to detail
- Ability to work independently and collaboratively in both a remote and hybrid setting in Anchorage, Alaska