

Social Media Specialist

Froogle! We are currently seeking a Social Media Specialist to help engage our audience (customers, partners, and prospects). We are a dynamic new economy company experiencing rapid growth. We care about the wellbeing of our customers and team members; and are looking for engaging people to help us.

What we do:

We are an ordering and advertising platform. We use technology to build profitable revenue for small to midsize restaurant and hospitality partners.

Who we are / Core Values:

Responsiveness: We value acting with a sense of urgency and being responsive to customer needs. Do it right. Do it now.

Hard-work: We thrive on competition and excel through hard-work.

Integrity: We value teamwork, honesty, fair play and the innovative spirit.

We aim to build an environment where individuals can grow, achieve and realize the best version of themselves.

Position Summary

We are looking for an experienced and enthusiastic social media specialist to join our team. You will be responsible for planning, creating, and administering content for our clients as well as Froogle. You will be engaging via Facebook, Instagram, LinkedIn and Twitter to build audience and brand awareness. Your passion for social media as a communications tool will result in the adoption and implementation of social media best practices across all social media channels.

The successful candidate will be an excellent communicator, a versatile creative writer, and a team player. You will be an active participant in data collection and analyses to consistently improve our social media practices over time.

Position Responsibilities - Other duties may be assigned

- Developing social media content plans that are consistent with brand, advertising strategy, and revenue goals.
- Creating consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving engagement, and promoting social media campaigns.
- Managing a high volume of daily social media posts.
- Communicating with social media followers, including responding to queries in a timely manner.
- Using analytical tools such as Google Analytics and Facebook Insights to monitor and evaluate social media presence and performance.
- Preparing monthly reports on social media marketing efforts.
- Suggesting recommendations to adjust the social media marketing strategy for optimal results.
- Staying up to date on best practices and emerging trends in social media.
- Welcome and help setup new customers
- Contact customers to review their business and ensure marketing items are in place.
- Email Marketing enablement

Job Type: Full-time

Location: Hybrid. 1330 Lagoon Ave, Minneapolis, MN 55408

Compensation: Salary + bonus. PTO, 401K

Requirements:

- Must be able to pass a criminal background check.
- High School diploma. Associates or Bachelors degree in journalism, communications, marketing or related field desired but not required.
- Social media experience across multiple platforms.
- Experience in hospitality or beverage industry a plus.

About Froogle®

Froogle® is a hybrid mobile app and online ordering platform that gives bars & restaurants commission free online ordering capabilities; getting them live in 48 hours!

The proximity marketing component drives business by delivering promotional offers to the mobile phone of nearby users.

Visit our website: <https://froogle.online>