



## **SOCIAL MEDIA EDITOR**

Remezcla is seeking a witty, creative, and analytical Social Media Editor to manage and grow our social media platforms. As a Social Media Editor, you will be responsible for managing day-to-day on our key accounts, as well as seeking out new social growth opportunities. This role will bring Remezcla's entertaining yet informative voice to multiple platforms to engage with our communities daily, and should be equally fluent in both social media analytics and creative trends. Strong writing skills are key – you can write a great headline, killer social copy, and love to live tweet important cultural moments.

## **RESPONSIBILITIES**

- Develop and implement social media strategy that is specific to our key social channels.
- Optimize Remezcla content for sharing across social channels.
- Collaborate with editors, designers, and video team to create social content for our most important platforms.
- Manage comments across our platforms, answering reader questions, responding to concerns, fostering conversation among our community, and also filtering out any hate speech.
- Stay on the pulse of subject matter important to our audience across our platforms and other relevant media.
- Identify and pitch stories to our Editorial Department
- Manage syndication partnerships.
- Meet daily and monthly traffic goals across social channels
- Provide quick solutions and strategies to address dips in traffic.

## **REQUIREMENTS**

- Bachelor's degree in Marketing or related field
- 2+ years experience in social media
- Knowledge of social media landscape and its influencers, personalities, media outlets etc.
- Knowledge of social media management tools such as Buffer, Hootsuite, NewsCred etc.
- Proficiency in Microsoft Office Suite
- Basic knowledge of Photoshop and/or Adobe Suite
- Familiarity with analytics and platforms like Google Analytics, Chartbeat, Facebook Analytics.
- Broad knowledge of Latin culture and local scenes
- Comfortable working in start-up environment
- Bilingual - Fluent in English, Strong Knowledge of Spanish
- Must be able to work from offices in Williamsburg, Brooklyn

## **BENEFITS**

- Competitive Compensation
- Health/Medical Benefits
- Travel and Entertainment Budget

## **CONTACT**

Submit a resume, a brief cover letter explaining why you're the best candidate for the job, and samples and links of your work and social media sites to [jobs \[at\] remezcla.com](mailto:jobs@remezcla.com). Boilerplate cover letters will not be

considered! (write "Remezcla Social Media Editor" in the subject line). Feel free to include links to your blog/website/etc as well.

#### **ABOUT REMEZCLA**

Since 2008, Remezcla has been headquartered in Williamsburg, Brooklyn. Remezcla is considered as the most influential new media brand for Latino Millennial with national and international audience in the U.S., Latin America and Spain.

Remezcla operates as a digital publisher, creative agency, and entertainment company. Remezcla's award winning creative agency provides creative, digital, and experiential marketing services. It has been the recipient of the 2014 Ex Award for Best Multicultural Event Campaign by Event Marketer Magazine, the 2015 Reggie Award for Best Multicultural/Lifestyle Program by the Association of National Advertisers in addition to other awards from BizBash Media and the International Special Events Society. For more information please visit [Remezcla.com](http://Remezcla.com).