

# RIVETER

## MISSION

The Riveter is a gathering place for all humans, where community confidence, and inspiration are fostered through mutual stoke of adventure fitness. We strive to be a source of adventure and connection to the outdoors through our world-class climbing gym, progressive bike park, and modern yoga + fitness studios while cultivating an authentic, supportive community for all.

## OPEN POSITION: SOCIAL MEDIA COORDINATOR

### Position Description

Riveter is looking for an experienced + passionate Social Media Coordinator. The ideal candidate will be self-motivated, flexible, able to work in dynamic circumstances, and eager to engage with the Riveter community. Great communication, professionalism, and experience representing a business across social channels are a must. The Riveter is looking for an individual who resonates with the outdoor enthusiast and possesses a talent for creating engaging content and understanding consumer behavior. This permanent, full-time position works closely with the Brand Director and General Manager.

### Responsibilities

- Set the standard for amazing customer experiences;
- Foster a safe, inspiring, + welcoming culture to guests + Riveter Crew members
- Foster an organized, clean, + safe work environment;
- Represent the Riveter brand with integrity + professionalism;
- Act as first point of contact on social media (Instagram, Facebook) for information + services;
- Keep consistent branding for all content + communications on social channels;
- Develop + oversee engaging content + campaigns across social channels (text, image, reels, ads);
- Design content to create meaningful connection with Riveter's social following;
- Utilize internal project management resources to develop content + coordinate with Riveter Crew on content needs;
- Provide timeline + other support needs in a timely fashion for executing high quality creative content;
- Work with Brand Director for outsourcing creative content needs;

# RIVETER

- Research timeline, schedule, budget, + other details to inform social media strategy;
- Develop a weekly social media schedule + content proposal for review by GM;
- Stay up to date with changes in all social media platforms ensuring effectiveness;
- Evaluate consumer trends + social media engagement through analytics + established metrics;
- Provide summaries + proposals for future social media opportunities;
- Store social media materials + photography in an organized fashion in the Riveter Google Drive;
- Follow protocols regarding accident reports, inspections, safety, opening/closing compliance, risk/crisis management, accessibility, safe zones, special events, etc as set forth in the Riveter Employee Manual;
- Reports to the Brand Director.

## Qualifications

- Bachelor's Degree in Communication, Marketing or similar;
- Minimum 2-4 years of experience in similar role;
- Experience working with social media platforms (Facebook, Instagram, Hootsuite, etc.) required;
- Willingness to work flexible hours, weekends, holidays, evenings, + mornings;
- Strong communications + multitasking skills required;
- Adaptable + efficient in a fast-changing environment;
- Ability to assist with on + off site event support;
- Adobe Suite Design skills required;
- Knowledge of online marketing + analytics;
- Experience in an outdoor recreation setting preferred;
- Eagerness + ability to learn, follow protocols, + SOPs;
- Positive, upbeat attitude with ability to work as part of a team.

## Physical Demands

- Sit and/or stand for long periods of time;
- Frequently bends, moves, transports, or lifts up to 25 pounds;
- Can work in both hot + cold temperatures;
- Can work outdoors + in direct sunlight.

**Riveter is an Equal Employment Opportunity employer.**

**Please send resume + letter of interest + references to [ej@riveternc.com](mailto:ej@riveternc.com).**

