



Media Manager

About the Job

Full time position: Located at the Berroco office in North Smithfield, Rhode Island. The company may consider remote work arrangements.

Benefits: Health Insurance, Simple IRA, Long and Short Term Disability, Vacation & Holidays

The Media Manager is responsible for creating, editing, distributing and optimizing relevant and personalized content across all Berroco communication platforms

Responsible for developing and overseeing strategic social media initiatives with the objective to attract, engage and retain retailer and consumer interest in the Berroco and other distributed partner brands.

Analyze performance data and metrics and make changes and optimizations to achieve media and marketing objectives

Requires excellent written and verbal communication skills

Must possess a high attention to detail, strong work ethic

Must be passionate about the knitting industry and be thoroughly engaged with the knitting community

Responsibilities & Duties

Post, monitor and maintain the Berroco community across all social media platforms - Facebook, Blog, Ravelry, YouTube, Pinterest, Twitter, Instagram, etc.

Write copy for consumer and trade e-newsletters on a weekly basis

Serve as primary contact for print and digital advertising publications, secure advertising media buys, write ad copy

Develop content for promotions/contests for events and products

Write press releases, trade and promotional materials

Gather, summarize and analyze performance data and metrics

Travel for consumer / retailer / trade events (as needed)

Required Qualifications:

Copy writing (for web site, yarns, collections, pattern publications etc)

Excellent verbal communication skills, strong proofing skills and ability to write creatively, clearly and compellingly

Previous experience in managing digital and social media platforms, communications channels, and content strategy design for Facebook, Blog, Ravelry, YouTube, Pinterest, Twitter, Instagram, Ravelry

Strong visual communication /graphic design skills

General knitting and crochet skills – including swatching

Entry level experience in marketing, communications, advertising, media, or similar work experience

Familiarity with current social media technologies, trends and competition

Familiarity with advertising strategy, media buys, and advertising performance metrics

Familiarity with gathering, summarizing and analyzing media performance analytics

Additional Preferred Qualifications (but not required):

Hand knit design experience

Create, edit and post various types of video content for various media channels. Videos such as how-tos, atmosphere, 360 degree, behind-the-scenes etc

Experience with photoshoot planning and photoshoot assistance

About the Company

Company: Berroco, Inc. is a wholesaler of hand knitting yarns to retail stores across the US and Canada www.berroco.com . Berroco has a national reputation for quality yarns and provides high customer service to its retailer base. Located in a newly renovated commercial office in North Smithfield, RI, Berroco is accessible from Worcester and Providence. This full time position offers numerous benefits within a small business work environment.

Please provide cover letter, resume and salary requirements for consideration to:

Employment@berroco.com