



---

*Cool Clubs Social Media Associate Job Description*

---

**Job Summary**

Cool Clubs, the world leader in custom golf fitting, is seeking a creative, talented, and motivated individual who wants to use their creative skills in a digital marketing setting. Your day-to-day work will include comprehensive management and execution of Cool Clubs' social media strategy, paid social advertising, and other assigned daily office responsibilities. The Cool Clubs social media associate will work closely with its retained, third-party PR/Communications agency on social media strategy and content development.

**Job Description**

The Cool Clubs social media associate will execute and administer the company's social media marketing strategy within Cool Clubs' social media voice guidelines and will report monthly on social media growth across all platforms, offer insights and new creative ideas. Administration includes, but is not limited to:

- Social media planning and goal setting
- Enhancement of Cool Clubs' brand awareness and online reputation
- Cool Clubs social media content/posting management
- Cultivation of social media leads and sales
- Work closely with third-party agency consultants

### **Other Office Administrative Duties May Include:**

- Answering Cool Clubs phones
- Note taking
- Scheduling fitting consultations
- Customer Service duties

### **Social Media Responsibilities**

The Cool Clubs social media associate must be able to execute Cool Clubs social media strategy and adapt as needed in the following ways:

- Curation and production of relevant, original, high-quality content within Cool Clubs' social media voice guidelines
- Demonstrate ability to map comprehensive social marketing strategy
- Daily photo and video editing
- Produce a regular, working, real-time monthly posting schedule
- Produce and implement a content editorial calendar to manage and plan promotional campaigns
- Promote content (boosted posts) through social advertising as needed/warranted
- Work to develop and expand influencer outreach efforts
- Oversee design of various Cool Clubs social media visual interfaces, including hashtag directories relevant to our brand and our industry
- Manage online review efforts and respond to reviews
- Analyze key metrics and change strategy/posting frequency as needed
- Report on key analytics in quantitative and qualitative form to Cool Clubs team
- Monitor trends in social media tools, applications, channels, design and strategy
- Pursue ongoing social media training to remain on top of tools, trends and best practices
- Identify threats and opportunities in user-generated content surrounding Cool Clubs

### **Qualifications and Experience**

- Bachelor's Degree
- Outstanding communication skills both written and oral.
- Knowledge of the game of golf and the golf industry
- Ability to self-start and drive process in this important position
- Proven problem-solving skills
- Time management skills and the ability to meet deadlines
- Flexible and adaptable in our Cool Clubs entrepreneurial environment
- Honesty, integrity and passion for the success of our company

### **Compensation & Benefits**

- Competitive salary
- 401k and healthcare benefits
- Employee discounts on equipment