

Contract Social Media Content Specialist/Full-time

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Company: Fiskars Village

Location: Canada

Category: management

DescriptionAt Fiskars Group we are unified and driven by our common purpose: pioneering design to make the everyday extraordinary. Join our team and seize the extraordinary opportunity to influence the everyday!
Contract Social Media Content Specialist
Gerber Gear
Location: Portland, OR (hybrid remote) or remote (preference will go to candidates based in the Pacific Northwest)
Full-Time Contract (6 months)
Wage \$30/hour
The Role: Gerber Gear is seeking a Social Media Content Specialist to join our team and produce engaging video content for TikTok and Instagram Reels. This role is ideal for someone with a love for the outdoors, a passion for storytelling, and enthusiasm for cooking around a campfire. The Social Media Content Specialist's primary role is to pitch and craft compelling short-form video content that showcases Gerber's products and resonates with outdoor and cooking enthusiasts. To be considered, you must submit a portfolio that reflects your ability to storyboard, script, shoot, edit, and/or appear on camera in visually appealing and engaging content. This is a unique opportunity for a content creator to merge their creativity with their interests.
Responsibilities:
Content Creation: Concept, film, and edit engaging video content that aligns with Gerber's brand messaging, audience, and trending themes.
Content Planning: Work closely with the marketing team to plan content calendars and align with broader marketing strategies. Must stay current with the latest trends across TikTok, IG Stories and Reels.
Engagement and Interaction: Interact with followers, respond to comments, and engage with the community across TikTok.
Collaborations: Collaborate with influencers and outdoor enthusiasts to create co-branded content that expands our reach and influence in the outdoor community across multiple platforms.
Analytics and Optimization: Monitor

analytics to track the performance of your content and use data to optimize future content. Qualifications: A degree in marketing, video production, communications, or a related field and/or 2+ years of experience creating social media content for brands. Passion for the Outdoors: A genuine love for camping, recreating outdoors, and outdoor gear. Culinary skills: You consider yourself a budding chef, interested in improving your cooking, recipe development, and food content creation skills. No need to be an expert, but must have a desire to grow in the food content domain. Social Media Expertise: Proficiency in TikTok, Instagram Reels, and YouTube Shorts trends, challenges, and the ability to create content that resonates with each platform's audience. Video Editing: Experience using mobile and desktop video editing software like Adobe Premiere Pro, Final Cut Pro, or iMovie. Creativity: An obsession with generating unique and captivating short-form content ideas that go beyond product promotion. Storytelling: Experience defining clear and concise messaging for video, ensuring that every shot contributes to the overall message. Understands how to create an emotional connection with the audience with a beginning, middle, and end. Effective Communication: Strong communication skills, both in content creation and with teammates. Comfortable pitching and presenting ideas in person and online, as well as appearing in video content. Collaborative Mindset: Excited to collaborate with team members, influencers, and partners to achieve content goals. Motivated by doing good work and tackling a challenge. Strong attention to detail, and an ability to meet tight deadlines. Must be able to qualify as an independent contractor and complete the necessary forms to be set up as such. Last day of application: 2023-12-21

*****At Fiskars Group, we value providing benefits that matter to you and cater to our diverse global workforce, no matter where you are in the world. While benefits may vary based on location, here are some of the incredible offerings you can expect when joining our team:

Competitive Compensation: We ensure that our employees are fairly compensated based on industry standards and local market factors.

Health and Wellness: Your well-being matters to us and we want to help you achieve it. We offer well-being focused programs (funds for wellness activities; gym, yoga classes, etc.) and health insurance plans including medical, dental, and vision so you can take care of yourself and your loved ones.

Professional Development: We believe in nurturing talent and supporting professional growth. Through training programs, skill development initiatives, and learning resources, we empower our employees to reach their full potential.

Future Planning: We care about your future. We offer retirement contribution matching providing you with financial security in your post-work years.

Employee Support: Life happens, and we're here to support you. We

currently offer paid sick leave, paid parental leave (for both birthing and non-birthing parent) and employee assistance programs and resources to address local needs, offering confidential counseling, financial guidance, and other valuable support services.

Inclusive and Diverse Environment: We value diversity and promote inclusivity. Join a workplace where your unique background and perspectives are celebrated, fostering collaboration and respect across all our markets.

Recognition and Rewards: We believe in celebrating and recognizing the contributions of our employees worldwide. Our recognition programs are designed to acknowledge exceptional performance and achievements, ensuring that your efforts are celebrated and valued. We offer bonus incentives, and profit sharing.

Vested Interest: Through our Employee Share Purchase Plan (ESPP), you have the opportunity to invest in Fiskars Group and become a proud co-owner, sharing in the success and growth of the company.

Employee Discounts: We want to ensure our team members make each day extraordinary with use of our products and offer product discounts across our brands. Please note that specific benefits may vary based on local regulations, market conditions, and other factors. We are committed to providing competitive and meaningful benefits to our employees in every market we operate.

*****Fiskars Group is the global home of design-driven brands for indoor and outdoor living. Our brands include Fiskars, Gerber, Iittala, Royal Copenhagen, Moomin by Arabia, Waterford, and Wedgwood. Our brands are present in more than 100 countries and we have more than 350 own stores. We have 7,000 employees and our global net sales in 2022 were EUR 1.2 billion. We are driven by our common purpose: Pioneering design to make the everyday extraordinary. Since 1649, we have designed products of timeless, purposeful, and functional beauty, while driving innovation and sustainable growth.

Read more: fiskarsgroup.com

US Legal Disclaimer: Fiskars Group is an equal opportunity employer. We believe diversity in our workforce is essential to a successful business. We condemn any form of racism and discrimination. We support and stand with those who speak out and seek justice. We strive to be a diverse and collaborative environment. If you are an individual with a disability and need assistance applying for employment, please let us know by emailing

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