



Job Title: Full-Time Social Media/Marketing Manager

Company: Alchemy Concrete Inc.

Location: Central Wisconsin

Job Overview: We are seeking a dynamic, passionate and creative full-time Social Media/Marketing Manager to join our team. This role will be responsible for developing and executing social media strategies, creating engaging content, managing online communities, and helping to increase brand awareness. The ideal candidate will have a passion for digital marketing, a keen eye for trends, and a strong understanding of social media platforms. This role offers flexibility and the opportunity to contribute to the growth of our brand.

Key Responsibilities:

Social Media Management:

- Develop and implement social media strategies to increase brand awareness, engagement, and traffic across platforms like Instagram, Facebook, Twitter, LinkedIn, and TikTok.
- Create and schedule regular posts, stories, and ads, ensuring content is on-brand, relevant, and engaging.
- Monitor social media platforms for trends, conversations, and feedback.
- Respond to comments, messages, and mentions in a timely and professional manner.
- Update and maintain website.

Content Creation:

- Create high-quality visuals, pictures, and videos that align with the brand's voice and objectives.
- Site visits for progress and completion photos and videos.
- Work with the creative team to produce content that resonates with target audiences.
- Write engaging captions, blog posts, and email campaigns to support marketing initiatives.

Analytics and Reporting:

- Track social media performance using analytics tools and provide regular reports on engagement, traffic, and conversion rates.
- Use insights to optimize content and campaigns for better results.



Campaign Management:

- Plan and execute paid social media campaigns (Facebook Ads, Instagram Ads, etc.), ensuring they are aligned with business goals and stay within budget.
- Coordinate influencer partnerships and collaborations when applicable.

Collaboration and Strategy:

- Collaborate with the marketing team to align social media efforts with broader marketing campaigns.
- Assist with developing and refining the brand's overall marketing strategy and digital presence.

Qualifications:

- Proven experience in social media marketing, digital marketing, or a related field.
- Strong knowledge of social media platforms, tools, and trends.
- Excellent writing, communication, and creative skills.
- Experience with social media management tools is a plus.
- Basic knowledge of graphic design and video editing software is a plus.
- Ability to work independently and manage time effectively.
- A passion for staying updated on the latest digital marketing trends.

Job Type:

- Full-time (flexible hours)
- **Starting Salary:** \$35,000 - \$45,000

To Apply: Interested candidates should submit their resume and a brief cover letter explaining their interest in the Social Media/ Marketing Manager position and why they would be a great fit to lindsey@alchemyconcrete.com.