



The [Recreational Boating & Fishing Foundation](#) (RBFF) is looking for a **Social Media Manager** to join its team in Alexandria, VA. We're looking for a goal-oriented, team player who can bring innovative thinking and creative solutions to our growing social media channels; someone with experience and proven success in planning, developing, implementing, analyzing, and monitoring social media campaigns and strategies.

As the only organization dedicated to growing U.S. participation in recreational boating and fishing, and supporting the aquatic conservation programs that rely on it, RBFF manages the award-winning [Take Me Fishing™](#) and [Vamos a Pescar™](#) brand campaigns. Our work includes advertising, marketing, public relations and social media to get the word out about our digital resources, where consumers can learn, plan and equip for a successful day on the water.

If you are a resilient, customer-service oriented person who enjoys working in a small group setting; and you are in search of a job that promotes fun, quality time with friends and family, and conservation, we'd love to have you on board! We'll even invite you to go fishing with us each summer.

This Social Media Manager will oversee the social media strategy for our Take Me Fishing™ and Vamos A Pescar™ brand campaigns, developing and implementing branded content (written, graphic and/or video) using both internal and external resources to achieve business and campaign goals. In addition to content creation, the Social Media Manager will keep the organization up to date on the latest digital technologies and social media trends; analytical and forecasting skills.

Responsibilities

- Develop, implement, publish and share engaging content on a daily basis; manage multiple consumer-facing channels and make strategic adjustments as needed.
- Community management across all channels, engaging with followers and responding to inquiries in a timely manner.
- Stay up to date with current technologies and trends on social media, including audience preferences and suggest ways to incorporate into overall consumer marketing strategy.
- Implement and optimize social media strategy to align with business goals.
- Set annual objectives and deliver on KPIs.
- Collaborate across teams, including content creators and brand ambassadors to ensure brand consistency, messaging, and content themes.
- Suggest and implement new features to develop brand awareness (promotions, competitions, etc.).
- Manage social media contractors and freelancers

Required Skills

- 4-6+ years' proven work experience with social media management
- Degree in Marketing, Communications or another related field
- Video editing and design creation knowledge with apps such as Canva, Adobe Premier and/or Photoshop
- Advanced knowledge of social media channels including Facebook, Twitter, Instagram, Pinterest, Tik Tok – including best practices and forecasting abilities.



- Experience with social media monitoring platforms (such as Sprout Social) for posting and ongoing listening, optimization.
- Exemplary organizational skills, judgement and ability to balance multiple priorities with attention to detail, and adherence to deadlines
- Enthusiastic self-starter: ability to work independently and with a small and large team
- Knowledge of fishing and boating basics
- Experience building social media strategy
- Bilingual in English/Spanish is preferred

As an RBF staff member, you will receive a competitive salary; full benefits package including 401k, performance-based bonuses, medical, dental, vision, long- and short-term-disability, life and AD&D insurance. If you are an outstanding Social Media Manager with a solid background, we want you on board! Please send your resume to hr@rbff.org with your salary requirements, and reference **Social Media Manager** in the subject line. No phone calls please. The RBF team is currently working remote and will begin a hybrid return-to-office model in October.