



## **Dormie Workshop - Social Media Specialist**

### **About:**

Dormie Workshop is an innovative leather accessory business, specializing in bespoke handmade golf products. Brothers and PGA Professionals Jeff and Todd Bishop created Dormie Workshop in the Fall of 2014 based upon three principles: innovative design, highest quality craftsmanship and industry leading customer service.

Our employees enjoy a work culture that promotes equality and respect.

### **Job Summary:**

Dormie Workshop is looking for a social media specialist to join our team in our Halifax office! This person will actively engage on all platforms to showcase the Dormie Workshop brand, coordinate communications, provide customer support, and assist in facilitating a highly engaged audience. The person will be responsible for conceptualizing and executing a social strategy that aligns with Dormie's macro goals.

The ideal candidate is a results-driven astute connoisseur of all current social media platforms that understands the ever changing digital world. Being comfortable with different styles of photography, videography, and editing is a must. Organization and the ability to execute tasks in a timely manner is a necessity.

**Responsibilities** include, but are not limited to:

- Create content used on a daily basis including but not limited to photos and video
- Create social strategies to aid in the growth of the business
- Manage and schedule all social communications
- Engage with a variety of audiences through a variety of social platforms
- Constantly update and adjust social management strategy to best reflect industry standards
- Develop new and unique ways to engage with a digital audience

It is expected that the individual requires the necessary skills to accomplish the above on a day to day basis without assistance.

**Requirements:**

- Secondary level education or higher
- Passionate about social communications
- Local to Halifax or willing to relocate
- Photo and video creation
- Photo/video editing
- Exceptional copy-writing skills
- Planning and scheduling
- A great sense of humor!

**COMPENSATION AND BENEFITS**

- Salary varies with experience/expertise
- Dormie Workshop benefits include health care for Full Time Employees.

If you think you would be a great fit for this position please send us your cover letter, resume, and social handles to Kevin at [kmac@dormieworkshop.com](mailto:kmac@dormieworkshop.com)