

Digital Content Coordinator

About Razor USA LLC

The Razor brand embodies the spirit of fun and freedom. It defies boundaries and sometimes even gravity. The company was founded in 2000 with the introduction of its now legendary kick scooter, which quickly became an essential ride for anyone on the go. Today, Razor products are available worldwide, with a full range of wheeled goods to inspire and excite riders everywhere. Razor USA LLC is growing, introducing innovation and bringing play value to the world of ride on toys.

Digital Content Coordinator

We have an immediate opening for an experienced, self-motivated Digital Content Coordinator to join our Digital Marketing team.

This position will be a key member of the Marketing Department Digital Marketing Team. The Content Coordinator will develop and coordinate activities related to creating, curating, publishing and promoting content.

Primary Roles and Responsibilities

- Create, manage, track and champion the content calendar
- Develop, edit and proofread video and written content
- Research and keep current with industry trends
- Schedule and publish video and other content to social media channels including YouTube, Facebook, Twitter, Instagram and others
- Increase social engagement across all brand social profiles
- Assist in executing influencer marketing campaigns
- Work to improve SEO of existing Razor YouTube channels
- Coordinate social media photoshoots with videographers and photographers
- Create and manage online marketing campaigns (SEO, email and social media)
- Work with web developer on integrating content into website
- Support User-Generated content development campaigns
- Work with team to monitor success of digital campaigns with basic analytical tools such as YouTube Analytics, Facebook Insights, Iconosquare and other tools
- Work with online and offline business partners
- Write social media copy

Attributes Needed to Be Successful

- Passionate about social media
- Ability to work on small teams and on your own
- Strong interest in scooter riding
- Love the digital and pop culture worlds
- Knowledgeable and keeps up with the latest and greatest in social media, content marketing, and emerging technology
- Good understanding of what makes engaging video content and social media copy
- Positive attitude

Requirements and Skills

- 2+ years of digital marketing experience
- Bachelor's Degree in Marketing, Communications, Journalism, or other related field preferred
- Strong organizational skills
- Strong critical thinking skills
- Very detail oriented
- Strong listening and communication (verbal and written) skills
- Computer skills: Microsoft PowerPoint, Excel, and Word. Adobe Photoshop, Illustrator and Premiere.
- Excellent understanding of social media
- Basic digital video editing skills
- Basic photography skills

Interested candidates should send their resumes to Nell Oliver at noliver@razorusa.com