



## **Career Opportunity: Social Media Manager**

Guided by the belief that dogs make a difference by being the best partner a human can have in the field, on the job, or in a competition event, UKC is a community for people and dogs to pursue excellence together. Founded in 1898, UKC has been dedicated to enhancing the lives of Dogs That Do More™, and their owners, by providing essential resources to help owners and breeders make informed decisions. The dog-human bond is celebrated through family-friendly programs highlighting the instincts and heritage of purebred and mixed-breed dogs alike at over 15,000 licensed events annually.

We are recruiting a self-motivated and detail-oriented Social Media Manager to grow with us at UKC. In this fast-paced role, you would handle activities from creating social media content to managing our digital presence. This role is based in Kalamazoo, Michigan.

### **We are looking for a driven and detail-oriented team member who:**

- Has one or more years of demonstrated ability to successfully manage corporate social media platform
- Is highly adept in monitoring, researching, and reporting on analytics
- Has excellent writing skills
- Has experience with ad campaigns and adhering to strict and numerous deadlines
- Enjoys working independently and has a track record of exercising good judgement
- Willing to travel multiple weekends throughout the year

### **Your core responsibilities would be to:**

- Develop, implement, and manage our digital presence
- Create engaging content and coordinate image and video pieces
- Manage digital and traditional advertising solutions
- Develop optimal digital content and advertising calendar, considering analytics and engagement metrics
- Research audience preferences and industry trends to maintain a meaningful online presence
- Measure success of campaigns via analytics of our digital presence
- Develop and maintain the continuous improvement and expansion of our merchandise offerings
- Lead eCommerce store and event retail presence

### **Our compensation and benefit offering to you:**

- Company-supported medical, dental, vision, and life insurance programs
- Paid vacation and sick time after one year plus paid holidays
- 401(k) with company matched contributions
- Continuous training and development programs with opportunities for growth and advancement
- Salary for this position is commensurate with experience

If you love social media and enjoy working in a fast-paced environment, we know you would love working on our team.

Dogs that do more.™

Please submit your resume to [careers@ukcdogs.com](mailto:careers@ukcdogs.com).