



Job Description

Job Title: Administrative and Social Media Associate	Reports to: TBD
Department: Marketing	Job Status: Part Time
Revision Date: 12/3/2024	Other:

Purpose of Position

Ensure a successful trade show program by utilizing communication and project management and skills with internal and external partners. Execute Social media programs to build and maintain our social media presence.

Essential Job Functions/Responsibilities: *(other duties may be assigned. Management also reserves the right to change or modify position descriptions from time-to-time to meet the needs of the business with or without notice).*

Role and Responsibilities:

- Manage 6-8 Trade Shows per year.
- Responsible for overseeing logistics aspects of company's participation in trade shows, from initial planning and budget management to ensuring a successful and impactful presence at the event by coordinating with venue and internal teams to achieve successful booth presence at trade shows.
- Host meetings with internal tradeshow teams for each tradeshow to ensure each team is meeting deadlines.
- Manage logistics including booking hotels and travel accommodations for attendees, registering the company for Trade Shows, managing booth details and logistics to ensure Trade Shows are successful.
- Work closely with Sales Teams to manage trade Show Logistics
- Work Closely with Marketing teams to ensure signage and other marketing materials are ready and delivered to Trade Show locations.
- Work closely with Distribution Centers to ensure all products and materials are delivered to Trade Show locations.
- Host meeting with external tradeshow team every tradeshow prior to show and after show to go over details of show and then follow-up after show. (Gathering feedback from vendors and attendees.)
- Execute social media plans on multiple platforms including Facebook, Instagram, Tick Tok, Pinterest, Twitter, and others.
- Promote company activities such as sales, promotions, trade shows, etc. on Social Media.



- Build and maintain company's brand awareness through social posts, live events, videos, blogs and other social marketing activities.
- Maintain current relationships and identify new opportunities to work with influencers in the professional grooming and pet professional space.
- Develop content creator resources for live events, sponsorships, content, blogs and other marketing activities.
- Work closely with marketing managers to develop social media marketing content and campaigns.
- Interacting with customers and other stakeholders via the company's social media accounts
- Monitor social groups for relevant sentiment, feedback, ideas, and other content ideas.
- Respond to messaging on social platforms.
- Monitor follower's comments on posts.
- Researching and identifying social media trends and creating implementation plans.
- Assist in the Price Proofing process of Catalog production and other Administrative tasks as requested.

Requirements:

- **Strong communication skills:** Effectively interact with various parties including exhibitor management teams, vendors, attendees, and internal teams.
- **Project management expertise:** Ability to plan, organize, and execute events within deadlines.
- **Detail-oriented:** Meticulously manage multiple tasks and ensure accuracy in all aspects of the tradeshow(s).

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.