



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™ consumer 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 dedicated, forward-thinking person who likes to work in a small group setting and seeks a job that promotes fun, quality time with friends and family, and conservation, we would like to have you on board! We'll even invite you to go fishing with us each summer.

As the Social Media Manager, you'll take the lead in shaping the social media strategy for Take Me Fishing™ and Vamos A Pescar™ brand campaigns. You'll create and implement engaging branded content (written, graphic, and/or video) to meet business and campaign objectives, using both internal and external resources. In addition to content creation, you'll stay ahead of digital trends and new technologies, providing insights and recommendations to the team. Analytical and forecasting skills will be key as you track performance and refine strategies to maximize engagement, reach, and conversions.

## **Responsibilities**

- Manage social media contractors and freelancers, ensuring alignment with brand guidelines and campaign objectives.
- Develop, implement, publish, and share engaging content daily across multiple consumer-facing platforms, making strategic adjustments as needed.
- Oversee content planning and execution, including editorial calendars, post scheduling, and campaign rollouts.
- Lead community management efforts, engaging with followers, responding to inquiries in a timely manner, and fostering meaningful interactions ensuring brand voice and messaging consistency.
- Monitor trends, platform updates, and audience preferences to refine social media strategy and enhance engagement.
- Implement and optimize social media strategies that align with business goals, national campaigns, and industry best practices.
- Set annual objectives and track performance against KPIs, leveraging data analytics to monitor engagement, reach, and conversions, and using insights to refine content and campaign strategies.



- Collaborate with cross-functional teams, including content creators, influencers, marketing, and PR teams to maintain brand consistency and amplify reach.
- Manage paid social media efforts, including budget allocation, audience targeting, and performance tracking.
- Oversee social media crisis management by monitoring sentiment, addressing concerns, and maintaining a positive brand image.

### Required Skills

- 3-5+ years of proven experience in social media management with a track record of driving engagement and growth.
- Bachelor's degree in Marketing, Communications, or a related field.
- Experience developing and executing social media strategies based on data analysis, audience insights, and performance metrics.
- Proficiency in content planning and building monthly content calendars aligned with brand objectives and analytics.
- Strong video editing and graphic design skills using tools such as Canva, Adobe Premiere, Photoshop, or similar applications.
- Advanced knowledge of social media platforms (Facebook, X, Instagram, Pinterest, TikTok, YouTube), including best practices, trends, and emerging features.
- Experience using social media monitoring and management tools (e.g., Sprout Social, Meltwater) for scheduling, listening, reporting, and optimization.
- Excellent organizational and time-management skills, with the ability to balance multiple projects and priorities across teams, meet deadlines, and adapt to changing needs.
- Exceptional judgment and attention to detail, ensuring brand consistency and high-quality execution.
- Self-motivated and proactive, able to work both independently and collaboratively in small and large teams.
- Knowledge of fishing and boating basics is a strong plus.
- Bilingual in English/Spanish is preferred.

As an RBFF 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](mailto:hr@rbff.org) with your salary requirements, and reference Social Media Manager in the subject line. No phone calls please. The RBFF team works a hybrid schedule consisting of two onsite days, and three remote days.