

<b>JOB TITLE:</b>	<b>Social Media &amp; Content Manager</b>
<b>REGION:</b>	<b>North America</b>
<b>REPORTING TO:</b>	<b>Justin Lyles, Director of Marketing &amp; Communications</b>
<b>OVERNIGHT TRAVEL:</b>	<b>10% +</b>

### Company and Position Overview

Big Truck Rental, North America's leading essential services rental provider, partners with Fortune 500 companies, municipalities, and independent businesses in the waste, recycling, and logistics sectors. Established in 2002, we are a fast-growing, customer-focused company seeking a Social Media & Content Manager to shape our brand across multiple platforms. This role involves creating, scheduling, and optimizing content to keep our social media presence engaging, on-brand, and industry-leading.

### Key Responsibilities:

- **Social Media Strategy & Management:**
  - Develop and implement a comprehensive social media strategy that aligns with our brands.
  - Manage and maintain the social media content calendar.
  - Monitor and analyze the performance of social media campaigns and content.
- **Content Creation & Curation:**
  - Create visually compelling and brand-consistent content using Adobe Creative.
  - Shoot, edit, and produce video content using Adobe Premiere Pro to support brand storytelling.
  - Stay up to date with the latest social media trends, tools, and best practices.
  - Collaborate with internal teams to develop content that resonates with target audiences.
  - Travel to industry events/shows to gather content.
- **Collaboration with External Agencies:**
  - Serve as a secondary point of contact for external agencies.
  - Provide creative direction and feedback to external.
  - Coordinate with agencies on campaign execution.
- **Industry & Trend Analysis:**
  - Stay informed about industry developments, emerging platforms, and social media best practices.
  - Analyze competitor activities and industry benchmarks to identify opportunities for innovation.
  - Report social media trends and insights to the marketing team.
- **Brand Advocacy & Engagement:**
  - Actively engage with our online in a timely and professional manner.
  - Foster relationships with influencers, brand advocates, and key stakeholders to amplify brands.
  - Ensure that all social media content and interactions reflect the brand's standards.

### Qualifications:

- Proven experience as a Social Media Manager, Content Creator, or similar role.
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) with strong graphic design skills.
- Expertise in Adobe Premiere Pro with the ability to shoot, edit, and produce high-quality video content.
- Strong understanding of social media and their respective best practices.
- Excellent writing and editing skills, with an eye for detail and a strong sense of brand voice.
- Ability to work collaboratively with internal teams and external agencies.
- Analytical mindset with the ability to interpret social media metrics and make data-driven decisions.
- Strong organizational skills with the ability to manage multiple brands and projects simultaneously.

- Creative, proactive, and able to thrive in a fast-paced environment.

**Preferred Qualifications:**

- Experience in managing social media for multiple brands.
- Knowledge of SEO and content marketing principles.
- Experience with social media management tools (e.g., Hootsuite, Sprout Social, Buffer).

At BTR, we are an equal opportunity employer and encourage applications from all qualified candidates, however only those considered for the position will be contacted. If you are contacted for an interview and require any accommodations, please notify our team in advance so we can provide the applicable accommodations.

Please direct all inquiries to Justin Lyles at [jlyles@bigtruckrental.com](mailto:jlyles@bigtruckrental.com) or 813.500.0428