

Posted 14 February 2022

SOCIAL MEDIA CONTENT PRODUCER

New York

The Social Media Content Producer is integral to the creation of dynamic social-first assets, bringing the Phillips brand to life through a consistent, elevated, and exciting experience on key channels. The role will work closely with the Social Media Manager and alongside teams in Marketing, Digital, Creative, and Specialist departments to grow and retain Phillips' social audience.

Work is primarily undertaken remotely and in our New York office at 432 Park Avenue. Travel is occasionally required.

Duties and Responsibilities

- Plan and produce social content from ideation to post-production, ensuring a consistent brand presence across Phillips' social media channels, including Instagram, Facebook, Twitter, Pinterest, LinkedIn, and YouTube
 - Produce bespoke social content, including video editing, animation, and graphic design as needed
 - Identify opportunities to amplify marketing assets (including editorial, videos, audio, and photography) and transform into versioned content for optimal performance on each channel
 - Identify emerging formats and trends by proactively and regularly reviewing the competitive landscape
 - Pitch new concepts for social-first content tailored to key channels
 - Liaise with third-party content partners to adhere to Phillips' style and best practices, ensuring timely delivery and deployment of content
 - Perform ad hoc projects as needed
-

Professional Skills and Experience

- B.A. in Social Media Studies, Film, Graphic Design, or Marketing and Communications is recommended
 - Minimum of 3+ years of relevant work experience with social media content; luxury brand experience is preferred
 - Expertise with Adobe Creative Suite (including Premiere, After Effects, Photoshop, and Illustrator)
 - Knowledge of social publishing and analytics platforms (Curalate, Dash Hudson, Sprinklr, Opal, etc.)
 - Strong creative skills: an eye for design, a sharp writer, proficient in photography, videography and animation a plus
 - Enthusiastic interest in social media channels and their respective strategies (Instagram, Facebook, Twitter, Pinterest, LinkedIn, and YouTube)
 - High attention to detail and proven ability to manage multiple projects simultaneously in a fast-paced, deadline-driven environment
 - Excellent verbal and written communication skills and ability to communicate in a professional manner
-

Education and Training

- B.A. in Social Media Studies, Film, Graphic Design, or Marketing and Communications is recommended
- Minimum of 3+ years of relevant work experience with social media content; luxury brand experience is preferred
- Expertise with Adobe Creative Suite (including Premiere, After Effects, Photoshop, and Illustrator)
- Knowledge of social publishing and analytics platforms (Curalate, Dash Hudson, Sprinklr, Opal, etc.)
- Strong creative skills: an eye for design, a sharp writer, proficient in photography, videography and animation a plus

- Enthusiastic interest in social media channels and their respective strategies (Instagram, Facebook, Twitter, Pinterest, LinkedIn, and YouTube)
 - High attention to detail and proven ability to manage multiple projects simultaneously in a fast-paced, deadline-driven environment
 - Excellent verbal and written communication skills and ability to communicate in a professional manner
-

Working Conditions

- Work is primarily undertaken remotely and in our New York office at 432 Park Avenue
 - Ability to work additional hours including weekends to meet business deadlines, when required
 - Travel is occasionally required
 - Newly hired staff must be fully vaccinated by their start date. Applicants unable to comply with this policy due to an underlying medical condition or sincerely held religious belief may be eligible for an accommodation, unless such an accommodation would be unduly burdensome or present a direct threat to the applicant, our employees, or the members of our greater community.
-

Please submit your resume and cover letter to Careersus@Phillips.com. Please use the subject header "Social Media Content Producer". Please be advised: due to the high volume of applicants, we are only able to contact those candidates whose skills and backgrounds best fit the needs of the open position. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.