

Sr Social Media Specialist



Phone :
Web :

Job Summary

Vacancy :
Deadline : Aug 13, 2024
Published : Jul 13, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

We all have important information we need to manage, and protecting it should be easy. Over 150,000 businesses and millions of people log in to 1Password to unlock smart, simple access to everything they care about. Our vision is to create a safer, simpler digital future for everyone, and our culture values simplicity, honesty and a human-centric approach to solving problems. Come help us unlock peace of mind so everyone can stay safer online.

We are seeking an experienced Sr. Social Media Specialist to help shape the future of 1Password's global social media presence. This will play a key role in the development of our social media strategy and support the day-to-day operations of our channels with a focus on creating and publishing innovative content, engaging with our audience, and contributing to social media campaigns.

As a core member of our social media and communications team, you are a highly creative marketer and out-of-the-box thinker with a knack for storytelling, social media trends, content creation, and copywriting.

This is a remote opportunity within Canada and the US.

What we're looking for:

- More than 3 years of experience in social media, marketing, communications, or digital marketing
- A degree in marketing, communications, business, or journalism
- Experience managing social media channels, employee advocacy programs, and campaigns for a global B2B brand across Instagram, Facebook, Twitter/X, LinkedIn, Reddit, TikTok, Threads and Mastodon
- Experience using employee advocacy and social media tools like Sprout Social
- Strong understanding of social media marketing trends, changes to the algorithm, platform attributes, and social media analytics
- Excellent copywriting and content creation skills with the ability to adapt a brand's voice to a variety of technical audiences including enterprise, consumer, and developer audiences
- Skilled with creating and editing social media content including video and images and comfortable speaking in front of a camera
- Experience working with multiple stakeholders and ability to manage projects from execution to delivery
- A growth mindset; always looking to build new processes and test new ways of thinking during moments of change or ambiguity on a growing team
- Outstanding communication and interpersonal relationship skills
- Highly organized with the ability to adapt quickly in a fast-paced environment
- Preferred: Experience marketing to security buyer personas

What you can expect:

- Support the day-to-day operations of 1Password's social media channels and employee advocacy program by publishing and writing social media copy, creating social-first visuals and video content, and proactively engaging with our community
 - Support the development of 1Password's visual identity and tone of voice across our social media channels
 - Assist the Manager of Social Media with always-on content plans, our employee advocacy program, campaigns, and cross-functional projects
 - Brainstorm, test, and execute new content ideas and trends to position 1Password as an industry leader while tracking the performance of content to share learnings across the organization
 - Collaborate with marketing stakeholders on cross-functional campaigns by developing best-in-class social media plans to support our key growth metrics
 - Leverage social listening to proactively engage and nurture our social audience to increase 1Password's share of voice, brand sentiment, and awareness
 - Partner with teams across the organization to build out content programs (employer brand, product launches, etc.) that funnel into our social media efforts
 - Utilize social media data to influence social media programming to strengthen our content strategy and influence plans
- USA-based roles only: The Annual base salary for this role is between \$94,000 USD and \$128,000 USD, plus immediate participation in 1Password's benefits program (health, dental, 401k and many others), utilization of our generous paid time off, an equity grant and, where applicable, participation in our incentive programs.
- Canada-based roles only: The Annual base salary for this role is between \$94,000 CAD and \$128,000 CAD, plus immediate participation in 1Password's generous benefits program (health, dental, RRSP and many others), utilization of our generous paid time off, an equity grant and, where applicable, participation in our incentive programs.

At 1Password, we approach each individual's compensation with a promise of fair market value and internal equity commensurate with experience and specific skill set.

What we offer:

We believe in working hard, and resting hard. We're always looking for new ways to support our team members, but here's a glance at what we currently offer:

Health and wellbeing

- > ☑ Maternity and parental leave top-up programs
- > ☑ Wellness spending account
- > ☑ Generous PTO policy
- > ☑ Company-wide wellness days off scheduled throughout the year
- > ☑ Wellness Coach membership
- > ☑ Comprehensive health coverage

Growth and future

- > ☑ Employee stock option program for all full-time employees
- > ☑ Retirement matching program
- > ☑ Training budget, 1Password University access, and learning sessions
- > ☑ Free 1Password account (and friends and family discount!)

Flexibility and community

- > ☑ Paid volunteer days
- > ☑ Employee-led DEIB programs and ERGs and ECGs
- > ☑ Fully remote environment
- > ☑ Peer-to-peer recognition through Bonusly

You belong here.

1Password is proud to be an equal opportunity employer. We are committed to fostering an inclusive, diverse and equitable workplace that is built on trust, support and respect. We welcome all individuals and do not discriminate on the basis of gender identity and expression, race, ethnicity, disability, sexual orientation, colour, religion, creed, gender, national origin, age, marital status, pregnancy, sex, citizenship, education, languages spoken or veteran status. Be yourself, find your people and share the things you love.

Accommodation is available upon request at any point during our recruitment process. If you require an accommodation, please speak to your talent acquisition partner or email us at nextbit@agilebits.com and we'll work to meet your needs.

Remote work is a part of our DNA. Given that our company was founded remotely in 2005, we can safely say we're experts at building remote culture. That said, remote work at 1Password does mean working from your home country. If you've got questions or concerns about this your Talent Partner would be happy to address them with you.

Successful applicants will be required to complete a background check that may consist of prior employment verification, reference checks, education confirmation, criminal background, publicly available social media, credit history, or other information, as permitted by local law.

Candidate Privacy Notice

When you apply for a position, refer a candidate, or are being considered for a role at AgileBits, Inc. (dba 1Password, 1Password, we, us, or our), your information is stored in Lever, in accordance with [Lever's Service Privacy Notice](#). We use this information to evaluate your candidacy for the posted position. We also store this information, and may use it in relation to future positions to which you apply, or which we believe may be relevant to you given your background.

Candidates may also optionally choose to self-identify their race/ethnicity, gender identity, sexual orientation, age, and disability. These answers will help us evaluate our diversity and belonging efforts. You do not have to answer these questions—your answers will not be linked to your name or job application, will not be visible to the hiring manager reviewing your application, and will in no way affect your job application. If you have any questions about the collection or use of this information, please contact dpo@1password.com.

When we have no ongoing legitimate business need to process your information, we will either delete or anonymize it. If you have any questions about how we use or process your information, or if you would like to ask to access, correct, or delete your information, please contact our privacy team at dpo@1password.com or through [1Password Support](#).

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
