



Social Media Specialist

Reports to: Vice President of Marketing

Company Background

Traditional Medicinals® (TM) is a growing, financially sound, 40 year-old herbal medicinal tea company based in Sonoma County, CA. The Company manufactures over 50 varieties of tea in its solar-powered Sebastopol facility, and recently opened a Marketing and Sales office in Petaluma. TM is proud to be the number one medicinal, organic, and fair trade herbal tea company in the US. In 1974, TM pioneered the herbal medicinal tea category and over the years has grown to become the sixth-largest bagged tea company in the US. Its products are distributed nationally across all channels, from health and natural foods stores (Whole Foods), to all major national grocery chains, to mass market retailers (Target & Wal-Mart), and drug stores (CVS, Walgreens, Rite Aid).

TM is an independent, mission-driven company with a planning horizon extending beyond the next generation. The concept of a triple bottom line focusing on people, planet, and profits is part of the Company's mission and the basis for its success over the past 40 years.

The Opportunity for the Social Media Specialist

We're looking for a talented and enthusiastic person to join our team and help drive our community building efforts as an important face of the Traditional Medicinals brand to consumers. In support of our ambition to connect people to the power of plants, the TM brand has experienced significant and rapid change over the past two years, including new packaging graphics and a new brand "voice." This new voice has been expressed in new marketing channels for TM including social media, blogger outreach, and PR efforts, and is further expanding into content marketing / brand publishing.

With a rapidly growing Facebook community (400,000+ fans, high levels of engagement in two years), we need an internal resource to interact with, nurture and grow these communities while evaluating other social channels and providing copy writing for content marketing / brand publishing efforts. Under the direction of the VP of Marketing and Senior Brand Manager, the candidate selected for this position will play an important role as the voice of the TM brand to a large, engaged and growing consumer base.

This position offers a meaningful opportunity to help propel an environmentally and socially sustainable Company to a long-term leadership position in the US tea market. Today TM is the leading medicinal, organic and fair trade tea company in the US and is poised for tremendous growth via the right products, strong distribution, financial stability and support from our board of directors to dramatically transform the Company.

The Candidate

TM is seeking a consumer engagement star, a team player who enjoys interacting with consumers; someone with a passion for plants and writing chops. You should be a natural born social creature, both online and offline, with a natural curiosity about consumers and an ability to drive interactions with them, whether happy or

unhappy, to a positive ending. Passionate about plants, brands and consumers, you have a talent and ability to foster a deeper relationship between the three.

Responsibilities

- Social media community development (70%)
 - Nurture and grow our existing Facebook, Twitter and Pinterest communities; launch Instagram
 - Become an expert in and champion for TM's unique brand voice
 - Work with brand team and agencies to devise content strategy, develop social content, then post, monitor and evaluate
 - Lead development of educational and engaging monthly social media calendars
 - Provide copy writing and feedback on agency-driven content marketing / brand publishing
 - Creatively execute established social media strategies and recommend strategic evolution as needed
 - Moderate and respond to fan posts
 - Work with brand team and agencies to evaluate opportunities for the brand in other social channels
- Ad-hoc copy writing (10%)
 - As an expert in and champion for TM's unique brand voice, provide copy writing support for ad-hoc needs, such as packaging, website and promotional materials
- Scan the social media landscape to provide insight into consumer and community behavior (10%)
 - Use social media listening tools to monitor competitive / industry social media channels, and provide insight into trends on what's working and what's not working, and implications for TM
 - Monitor what the online world is saying about our brand on external websites and platforms and provide insight and recommendations
- Assist with direct consumer response in non-social media channels, primarily during the busy season (10%)
 - During busiest season for consumer response, approximately 3 months per year, or when main point of contact is out of office, serve as a point of contact for consumers across email, phone and snail mail
 - Interact with consumers with enthusiasm and energy, in a voice consistent with the brand
 - As appropriate, document consumer interactions in the company's Consumer Response System
 - Work with Legal & Regulatory to document and ensure consumer and community interactions are legally compliant

Qualifications

- An ambition to connect people to the power of plants; we're looking for a plant person, someone who understands the world of plants and people who love them
- Strong writing, communication and story-telling skills. Copywriting experience a plus
- 2 years' experience in social media / community management preferred
- Herbalism training preferred
- "High-touch" consumer response experience a plus
- Exceptional attention to detail
- Positive attitude, able to make satisfied and unsatisfied consumers think, "I'm glad I contacted them!"
- Knowledge and use of social media communications platforms such as Facebook, Pinterest, Twitter, Instagram
- Proficient in developing, executing, tracking and gleaning insight from consumer interaction and social media metrics, ie advertising, page views, community activity, and offline activity
- As needed, flexibility to monitor social media on evenings and weekends
- Experience with CRS (Consumer Response Systems) a plus, and experience with a CPG (Consumer Packaged Goods) brand preferred.

Benefits

A competitive compensation and benefits package is offered, including an annual bonus program based on Company performance and full health benefits.

Traditional Medicinals offers a professional, mission driven work environment that promotes teamwork, creativity, and supports individual growth. If you are interested in applying for this position please send your cover letter and resume to recruiting@tradmed.com and please put the initials SMS in the subject heading. This position is based at our Sales & Marketing office in downtown Petaluma. We look forward to your submission!