

## COMPANY OVERVIEW

Visual Communications Company, Inc. (VCC) is an innovative business that is focused on the rapidly growing Optoelectronics industry. LEDs are taking over the world and VCC is positioned to take advantage of this new and exciting industry. Located in southern California, VCC sells its products globally through a vast network of distributors and manufacturer representatives.

### Manager of Social Media

VCC is looking for an experienced, energetic Manager of Social Media. This contract role will lead VCC's positioning and marketing efforts in the social media environment, driving the social media communications strategy to develop brand awareness, initiate product adoption, generate inbound traffic, and activate a social media referral network. The Manager of Social Media will coordinate/collaborate with internal sales and marketing teams to ensure consistency in voice and messaging throughout the social media space.

## RESPONSIBILITIES

- Manage the VCC blog (develop new posts, comments, etc.)
- Oversee presence in social and professional networking including Facebook, Twitter, and other similar community sites, blogs, and apps as needed
- Become the voice of VCC in the social media space, engaging in dialogues and referring questions to the sales team
- Strategize and implement community tools and solutions across the vclite.com experience (i.e. Facebook, Twitter, Linked In, Connect, etc.)
- Manage campaigns in an on-going fashion. Duties shall include online advocacy, recommendation and execution of new concepts, copy/editorial, community-building efforts, promotions, etc.
- Work closely with VCC product management on social media strategies
- Recommend, plan, and implement social media marketing campaigns, including requirements, definition, scope, deliverables, schedules, and budgets.
- Use best practices to build a robust community following within various social media sites
- Research existing and emerging social and professional networking sites, blogs, and apps for new ways to reach and engage in conversation with our target market
- Report on campaign effectiveness in an effort to maximize results.

## REQUIREMENTS

- 3 years or more of active social media involvement or management
- 3 years or more of experience in Optoelectronics or related industries
- Excellent writing skills

This is a contract role. Applicants need not be located in San Diego. Include the job title Manager of Social Media in the subject line and email your resume to [azanelli@vclite.com](mailto:azanelli@vclite.com).