

Application Package - Job Posting

Position: Social Media and Marketing Specialist

Company: Form Athletica

Location: Vancouver, BC, Canada

Job Type: Paid (Full-time) (30 HRS/WK)

Apply By: May 6th, 2023

Full Job Description

FORM (formswim.com) is a sports technology company with a mission to break down the barriers between what swimming is and what it could be. We're looking for a Social Media and Marketing Specialist to join our rapidly growing team. At FORM, you'll be part of a close team that's redefining the sport of swimming. You'll have the freedom to shape your role, how you own it, and how you grow with us. And you'll be part of an amazing and diverse group of people who love to work and have fun together.

A Little Bit About Us

Founded in 2016 in Vancouver, Canada, FORM is the sports technology company behind the FORM Smart Swim Goggles and membership. The membership unlocks guided workouts, an ever-growing workout library, pre-workout tutorials, and much more. Now, swimmers can see real-time workout instructions, performance metrics, and progress updates in their goggles while they swim. Since launching in 2019, our goggles have been awarded the RedDot Product Design Award "Smart Device", iF Product Design Award, German Innovation Award, and an ISPO Brand New Award. Press, pro-athletes, and influencers love what we're doing and are proud to use our goggles. We have a great team of people who are fun to work with and serious about what they do; leveraging decades of combined expertise in consumer products, from sports eyewear design to activity-tracking algorithms.

Position Overview

As the Social Media and Marketing Specialist, you will own FORM's social media channel strategies, including the development and execution of FORM's social content. Additionally, you will support other marketing initiatives to grow our clubs, coaches and communities. You will be responsible for optimizing brand awareness, building FORM's digital community, driving brand engagement, and ultimately, driving sales and revenue. You will have an eye for building creative content that will resonate with FORM's target audience and have an understanding of how to integrate the FORM brand into social media trends and conversations. You understand that social media marketing is both an art and a science. You have an eye for detail (visual and copy), can create compelling content ideas, have strong knowledge and experience using social platforms and analytics and deeply understand our target customer.

Social

- Develop an annual marketing strategy for social media that aligns with the objectives and priorities of the overall brand and business and report on performance/analytics
- Create and execute social media strategy, aligning with the digital strategy (DMM), and develop and curate content for all social media accounts
- Develop content to increase community engagement online

- Bring to life FORM's brand persona through our online channels and leverage social (primarily Meta, YouTube, LinkedIn) as a vehicle to get new target customers (currently triathletes) onto the company website
- Utilize the social channels most relevant to the brand with quality over quantity in mind
- Respond to customer queries through social networks in collaboration with the Customer Service team
- Suggest social media content that is high performing to be utilized as ads to test and learn
- Grow the company's social following organically by collaborating with relevant influencers, affiliates, and complementary brands
- Create compelling, educational, and thoughtful content for campaigns by collaborating with the creative team
- Take the lead and project manage the development and execution of initiatives including social activations, and community events
- Create briefs, content outlines, and marketing deliverables for campaigns and projects that touch: social, events/community, and content.
- Bring trending, best practices and on-brand content to life by collaborating with the Creative team on big projects
- Suggest new ways to promote product value and offerings to reach new customers; as well as retain existing ones, through creative, video, and written assets.
- Provide support for producing video and photographic content, including strategy, talent coordination, on-set support, and capturing video and content for social media.
- Work with Customer Service to manage customer and member needs, questions and comments.

Marketing, Community and Team Support

- Support the respective leaders of club/team sales and community with product distribution, product onboarding, or other duties as may be required.
- Support relationships with partners, venues, vendors, athletes, and the community by attending local and international events
- Support the development and execution of customer research and insight projects
- Ensure any/all event assets are created and ready for local and international events by collaborating with the Community, Partnerships, and Creative teams internally.

We're daring, we're focused, we're human.

We thank you for your interest in FORM and to everyone who took the time to apply for this position, however, only qualified applicants will be contacted.

FORM is committed to cultivating and preserving a culture of diversity and inclusion. We recognize that we are better able to achieve our goals and live our core values of being daring, focused and human, when we have a diverse team of employees. We are an equal opportunity employer and do not discriminate against any employee or applicant for employment. We welcome the unique contributions that you can bring in terms of your education, opinions, race, colour, place of origin, religion, family status, marital status, physical or mental disability, sex, age, sexual orientation, or political beliefs.

Benefits

- Company events
- Dental care
- Discounted or free food
- Employee assistance program
- Extended health care
- Life insurance
- Paid time off
- Store discount
- Tuition reimbursement
- Vision care

Schedule

- Monday to Friday

Ability to Commute/Relocate

- Vancouver, BC: Reliably commute or plan to relocate before starting work (required).

Citations in MLA8

“Social Media and Marketing Specialist - Form Athletica ” *Indeed*, 2023, <https://ca.indeed.com/cmp/Form-af3b6ba9/jobs>

“Social Media and Marketing Specialist - Form Athletica” *UBC CareersOnline*, 2023, <https://ubc-csm.symplicity.com/students/app/jobs/detail/4b3c464c73fcd62df66370d02119da74>

Application Package - Cover Letter

319E Craig Henry Drive
Ottawa, ON, K2G4G1

Form Athletica Office
1090 Homer Street, Unit 200
Vancouver, BC, V6B 2W9

April 18th, 2023

Dear Form Athletica:

I am writing to express my interest in applying for the Social Media and Marketing Specialist position at Form Athletica. I am completing my bachelor's degree in Interdisciplinary Studies (English and Media) at the University of British Columbia in May 2023. Moreover, I have extensive experience in copywriting and marketing, so I am confident I can excel in this role.

I have developed a wide range of marketing and copywriting skills in my recent role as a copywriter at Sukoshi Mart. For instance, I created copy for the company's various platforms, including Twitter, Instagram, and TikTok. Furthermore, I developed product descriptions and product campaigns for the company's e-commerce website. Through this role, I have been able to create engaging content as well as improve my editing and proofreading skills.

Additionally, my responsibilities as a social media coordinator include developing, supervising, and executing social media campaigns for Knix. This role allowed me to gain experience using social media tools, particularly Hootsuite. Moreover, this role allowed me to pursue certificates in social media analytics. Using my certifications, I was able to optimize social media campaigns for maximum exposure and engagement. Ultimately, I believe my experience in create engaging and persuasive content, coupled with my expertise in social media tools and analytics, will enable me to be successful in the role of Social Media and Marketing Specialist.

Not to mention Form Athletica's commitment to allow employees the autonomy to shape their roles and take ownership while growing alongside the company appeals to me greatly. The prospect of being part of a collaborative and inclusive team that is revolutionizing the sport of swimming is an inspiring vision that I am eager to be a part of. I am confident I have the knowledge and experience to be a valuable asset to your team.

Thank-you for taking the time to consider my application. If you would like to discuss my qualifications in further detail, please contact me at (250) 706-2550 or cheka.r.duheme@gmail.com.

Sincerely,

Cheka Duheme

Cheka Duheme

Application Package - Reference Request #1

To: Stephanie Veiga
From: Cheka Duheme
Date: April 18th, 2023
Subject: Requesting Recommendation Letter - Cheka Duheme

Dear Ms. Veiga,

I hope this email finds you well. I would like to request a recommendation letter from you for the position of Social Media and Marketing Specialist at Form Athletica.

As you are aware, I have worked with you for the past two years at Knix. You were my former manager while working as a social media coordinator. During this time, I have greatly valued your mentorship, guidance, and support throughout my employment. Furthermore, I have learned a great deal from your expertise in the marketing field.

Since we have worked closely together, you have a thorough knowledge of my qualifications and experience based on your role as my manager. As a marketing coordinator, you have entrusted me with various responsibilities. To illustrate, you allowed me to manage and develop content for the company's social media platforms. While another task was assisting you in budgeting and tracking expenses related to marketing campaigns. You would be invaluable in providing a well-informed recommendation about my experience and contribution at Knix.

Please let me know if you are willing to provide a recommendation letter for me. I would be happy to provide any additional information or materials that you may need. Lastly, I would greatly appreciate it if you could let me know when the letter will be completed, as the deadline is May 6th, 2023.

Thank-you for your time and consideration. I truly appreciate your support and look forward to hearing from you. If you have any questions, please contact me at (250) 706-2550 or cheka.r.duheme@gmail.com.

Sincerely,

Cheka Duheme

Cheka Duheme

Application Package - Reference Request #2

To: Emma Xiao
From: Cheka Duheme
Date: April 18, 2023
Subject: Requesting Recommendation Letter - Cheka Duheme

Dear Ms. Xiao,

I hope this email finds you well. I would like to request a recommendation letter from you for the position of Social Media and Marketing Specialist at Form Athletica.

As you are aware, I am currently working with you at Sukoshi Mart. I work part-time as a copywriter under your management. During this time, I have greatly valued your mentorship, guidance, and support throughout my employment. Furthermore, I have learned a great deal from your expertise in the marketing and e-commerce field.

Since we have worked closely together, you have a thorough knowledge of my qualifications and experience based on your role as my manager. You have entrusted me with various responsibilities to fulfill as a copywriter. To illustrate, you tasked me with editing and proofreading copy to ensure accuracy, consistency, and adherence to the company's style and brand guide. Additionally, you gave me a lead role in writing copy for the company's social media platforms for the launch of "Space of BTS." The recommendation you would give on my application would be of great value to me. As you are experienced with working with me on an individual and collective-level.

Please let me know if you are willing to provide a recommendation letter. I would be happy to provide any additional information or materials that you may need. Lastly, I would appreciate if you could let me know when the letter will be completed, as the deadline is May 6th, 2023.

Thank-you for your time and consideration. I appreciate your support and look forward to hearing from you. If you have any questions, please contact me at (250) 706-2550 or cheka.r.duheme@gmail.com.

Sincerely,

Cheka Duheme

Cheka Duheme

Application Package - Reference Request #3

To: Jenny Learn

From: Cheka

Date: April 18, 2023

Subject: Requesting Recommendation Letter - Cheka Duheme

Dear Ms. Learn,

I hope this email finds you well. I would like to request a recommendation letter from you for the position of Social Media and Marketing Specialist at Form Athletica.

As you are aware, I have worked with you for the one year at Blundstone Canada. You were my supervisor while working as a SEO Specialist. During this time, I have greatly valued your mentorship, guidance, and support throughout my employment. Furthermore, I have learned a great deal from your expertise in the marketing and e-commerce field.

Since we have worked closely together, you have a thorough knowledge of my qualifications and experience based on your role as my supervisor. You have entrusted me with various tasks to fulfill as the SEO Specialist. To illustrate, you tasked me with conducting keyword research to identify target keywords and phrases relevant to our products and utilize them to optimize the content of our website. Moreover, together we developed and implemented strategies for off-page and on-page optimization. We saw a substantial improvement in our website's visibility and ranking in search engines. You would be invaluable in providing a well-informed recommendation to endorse my application.

Please let me know if you are willing to provide a recommendation letter for me. I would be happy to provide any additional information or materials that you may need. Lastly, I would greatly appreciate it if you could let me know when the letter will be completed, as the deadline is May 6th, 2023.

Thank-you for your time and consideration. I appreciate your support and look forward to hearing from you. If you have any questions, please contact me at (250) 706-2550 or cheka.r.duheme@gmail.com.

Sincerely,

Cheka Duheme

Cheka Duheme

Cheka Duheme

319E Craig Henry Drive, Ottawa, ON, K2G 4G1

cheka.r.duheme@gmail.com

+1 (250) 706-2550

Objective

- A highly motivated marketing specialist with extensive experience in marketing and copywriting seeking to jumpstart their career in a full-time role.
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Education

Bachelor of Arts in Interdisciplinary Studies
University of British Columbia

September 2018 – May 2023
Vancouver, BC, Canada

- The interdisciplinary focus of my program is English, Media, and Asian Studies.

High-School Diploma
International School of Jakarta

September 2011 – May 2015
Jakarta, Indonesia

- Completed certificates from the International Baccalaureate (IB) and Advanced Placement (AP). The accreditations I received are for French, English, history, and business. The AP certificate I had taken is Studio Art: 2-D Design.
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Experience

Copywriter

Sukoshi Mart

April 2022 – Present
Ottawa, ON, Canada

- Conducting demographic research and incorporating data into campaign strategy.
- Developed copy for online content while adhering to the company's brand identity.
- Incorporating keywords and phrases into copy according to SEO best practices.

Social Media Coordinator

Knixwear (Knix)

August 2019 – August 2021
Vancouver, BC, Canada

- Wrote social media and online content to increase engagement with customers.
- Tracked and analyzed social media and online marketing initiatives.
- Scheduled and published content using social media management tools such as Hootsuite.

SEO Specialist

Blundstone Canada

August 2018 – August 2019
Vancouver, BC, Canada

- Conduct keyword research to identify high-traffic, relevant searches for the company.
- Implement strategies to improve search engine rankings and website visibility.
- Analyze and monitor website performance using SEO analytics tools like SEMRush.

Certificates

Google Digital Garage

- E-commerce Marketing
- Project Management

BrainStation

- Search Engine Marketing
 - Social Media Marketing
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Technical Competency

- Microsoft Suite
 - Adobe Suite
 - Mailchimp
 - SEMRush
 - Hootsuite
-

Interpersonal Skills

- Meticulous
 - Diplomatic
 - Adaptable
 - Good-Natured
-

Languages

- Fluent in Indonesian
 - Fluent in English
 - Intermediate in French
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References

- Available on request