



## **Spanish-English Bilingual Content and Social Media Specialist**

**YKK Corporation of America**

### **POSITION SUMMARY:**

YKK Corporation of America is seeking a Spanish-English Bilingual Content and Social Media Specialist for internal and external communications.

Job Location: Marietta, Georgia

#### Responsibilities:

- Write blog posts, editorials and thought leadership pieces, employee newsletter content, communications materials, and material for YKK's social media and internal communication channels;
- Develop channel best-practices and recommendations across our social ecosystem (Twitter, Instagram, YouTube, LinkedIn);
- Increase social media engagement through creating, managing and growing the company's presence through blogs, Twitter, Linked In, Instagram, and other strategically relevant online properties and develop strategies to drive traffic to YKK's website;
- Research trends in the social media industry to provide recommendations for new ideas, projects and content to move existing social media strategy to the next level;
- Contribute innovative ideas and be thinking about new media avenues;
- Using Google Analytics and other measurement tools, provide reports on metrics, and continually find ways to improve on those metrics through testing and new initiatives. Effectively translate data into understandable and actionable insights to drive strategy;
- Remain current and knowledgeable on mainstream, regional and emerging trends, and be an internal thought leader on social media;
- Develop strategies to support marketing initiatives in Mexico, Latin America and Colombia, especially with regards to social media and website;
- Perform any other assigned duties or projects.

#### Job Requirements:

- Bachelor's degree in marketing, communications, public relations, business or related field preferred.
- Possess excellent written, verbal & editing skills in English and Spanish, as well as proficiency in Twitter, Instagram, YouTube, LinkedIn and other emerging social media platforms.
- Strong computer skills, especially Microsoft Office (Word, Excel, PowerPoint). Knowledge of Word Press and basic HTML editing skills. Proven knowledge of SEO writing techniques and SEO management.
- Excellent research & analytical skills.
- 2 years of experience in Content Management or related field preferred.



The ideal candidate will be someone with creativity and the desire to bring new ideas to reality. The candidate will not only be a collaborative team player but will also possess the ability to work and manage projects independently. Finally, the ideal candidate should be capable of converting an interview with a subject matter expert from a seemingly mundane conversation into an interesting and compelling story with creative elements, such as graphic design and video.

To apply: Please submit resume and at least two references to [jessicacork@ykk-usa.com](mailto:jessicacork@ykk-usa.com).

### **About YKK Corporation of America**

From backpack manufacturers to skyscraper builders, users of YKK's two brands - YKK® Fastening Products and YKK AP® Architectural Products – benefit from YKK's network of 111 companies operating in 71 countries around the world. Since the company's founding in Tokyo in 1934, YKK has continuously set industry standards for quality, service, value and innovation in the production of fastening products such as zippers, hook & loop fasteners, plastic buckles and notions, webbing, and snaps & buttons, and architectural products such as storefronts, curtain walls, entrances, sun controls, windows and doors.

YKK Corporation of America is the western hemisphere parent of YKK Corporation's North and Central America Group. Geographically, this Group consists of 12 dynamic operating companies spread across five time zones covering Canada, the U.S., Mexico, Central America and Colombia, South America. YKK employs more than 1,500 Georgians in 3.5 million ft<sup>2</sup> of manufacturing and office space in Macon, Dublin, Marietta and Austell.

[www.ykknorthamerica.com](http://www.ykknorthamerica.com)

*YKK Corporation of America is an Equal Opportunity Employer*