



BAHAMA BUCK'S DIGITAL MARKETING SPECIALIST

Department: Marketing

Report To: Digital Marketing Manager

Department Summary

The Bahama Buck's Marketing Department is focused on proactively identifying guest needs through research, utilizing insights to develop winning brand positions and products, and effectively communicating them internally to our franchise family and externally to the guest. Our vision for the department is to Advance the Brand while ensuring that every decision accelerates Bahama Buck's growth and blesses our guests!

Position Summary

The Digital Marketing Specialist is responsible for creating and maintaining digital marketing initiatives for the Bahama Buck's brand and franchisees.

This role is responsible for assisting with social media campaigns, digital marketing initiatives, and special projects, including but not limited to online reputation management, influencers, content creation, copywriting, and digital advertising. Must be able to work in a fast-paced, deadline-driven environment.

Responsibilities

- Assist Digital Marketing Manager with digital and social media efforts, such as scheduling, organizing, monitoring, publishing, creating, and analyzing social media content
- Plan and execute paid digital advertising campaigns on platforms such as Meta, TikTok, Pinterest & Google
- Review and analyze social media data, both organic and paid
- Handle Online Reputation Management (ORM) for national social media accounts
- Film and edit videos for social media, including TikTok and Instagram
- Set up for photoshoots, including props and models needed
- Run photoshoots and take photos for social as needed
- Organize and execute influencer partnerships
- Forecast social trends to help the brand stay up-to-date and current
- Work with the Digital Marketing Manager to brainstorm social media content for national accounts and franchisees
- Run social media giveaways
- Write blogs for the company website
- Assist franchisees with their social media needs and questions from the SOCi third-party platform
- Monitor competitors' online presence
- Respond to franchisees' questions promptly
- Focus on brand integrity in every project while keeping up-to-date on all web and branding guidelines and standards
- Participate as needed in special department projects
- Create and maintain a respectful, enjoyable environment for staff
- Perform other duties as needed or assigned; willingly assist others without being asked

Qualifications

- Education equivalent to a Bachelor's degree in Digital Media, Professional Communications, Marketing, or Public Relations preferred
- High school diploma or GED equivalent required
- Strong understanding of digital and social media marketing principles for local search; promoting and selling products/services; online customer engagement; and new customer acquisition
- Experience with photography and videography

DIGITAL MARKETING SPECIALIST



- Experience running digital ad campaigns
- Proficient in social media management tools; Facebook, Instagram, LinkedIn, X, Pinterest, YouTube
- Experience with creating short-form video content (TikTok or Reels)
- Superb copywriting and editing skills
- Comfortable being on camera
- Experience with Adobe Creative Suite
- Must be self-directed and organized
- Must be able to manage multiple, simultaneous digital projects

This job description is intended to describe the general nature and level of work being performed by the staff assigned to this position. It is not intended to be an exhaustive list of all duties, responsibilities, or tasks which may be required to be performed in this position.

Bahama Buck's Franchise Corporation may amend, change, or modify the responsibilities and duties of this position to meet business needs as necessary. This job description does not constitute a contract for employment and may be changed at the discretion of Bahama Buck's Franchise Corporation without notice.