



Position: Social Media Strategist
Department: Marketing
Reports To: Digital Commerce Manager
Supervises: None
Job Group: Professional
Exempt or Non-Exempt: Exempt

Job Description:

RDO Equipment Co. is seeking a Social Media Strategist to lead our organic social program across 90+ channels. This role builds on a strong existing presence by improving content quality, growing audiences, increasing engagement, and driving measurable business outcomes including brand awareness, lead generation, and customer retention. You will set strategy across brand and local channels, manage the content calendar, and oversee our agency partner. Acting as the central point of coordination, you'll align with marketing campaigns, website content, field teams, and the Communications team. Content is rooted in real work, equipment, and people, and must support the full buyer journey—from operators to decision-makers. This role partners with communications on governance and brand voice, and owns day-to-day organic social execution.

At RDO Equipment Co., we make decisions thoughtfully, balancing the impact on each of our stakeholders, and enact those decisions according to each of our core values. In this way, we find purpose in our work and pride in our purpose.

Specific Duties Include:

- Own and manage RDO Equipment Co.'s social media presence across all platforms — Facebook, Instagram, LinkedIn, YouTube, and TikTok — including enterprise brand channels and local branch channels across all regions and product lines.
- Develop and maintain a master content calendar that coordinates content across Marketing, Communications, field contributors, and our agency partner. Ensure alignment on assignments, messaging priorities, and publishing timelines. Marketing owns the calendar; this role drives it.
- Manage the relationship with our agency partner, providing clear direction, creative feedback, and accountability on social media deliverables, insights reporting, and content optimization.
- Coordinate all organic social efforts, both brand and local, ensuring a unified approach that reflects how social media is actually used today: as a channel where buyers discover us, evaluate us, and decide whether to engage.
- Build a mid-funnel content strategy that goes beyond awareness. Partner with internal creative teams and subject matter experts to create content that supports customers earlier in the research and decision-making process. Short form video is key to our strategy.

- Track, measure, and report on social media performance against business outcomes: brand awareness growth, audience engagement, qualified lead contribution, and content effectiveness by platform. Use data to continuously optimize strategy.
- Monitor the competitive landscape on an ongoing basis. Identify gaps, opportunities, and content approaches that strengthen RDO's position and differentiation across platforms.
- Collaborate with field teams and leaders to ensure social media reflects local relevance while maintaining brand consistency across all channels. Provide guidance, templates, and support so field contributors can participate effectively.
- Manage RDO's online reputation by monitoring, reviewing, and responding to comments, reviews, and direct messages across platforms. Identify and act on opportunities for meaningful two-way engagement.
- Support and grow the Social Employee program by guiding internal team members on how to use social media effectively for relationship building and business development. Coordinate their activity with the master content calendar and identify team member stories that can be elevated across the broader content ecosystem.
- Utilize our DAM to maintain a digital asset library of relevant content — including video, podcasts, and educational resources — for use across both internal and external audiences.
- Represent self and company in a professional and positive manner
- Attend required company meetings and training and participate in constructive discussion
- Follow all safety rules and regulations while performing work assignments and adhere to all policies and procedures as specified in company manuals and as directed in the employee handbook
- Present a professional image of R.D. Offutt Company to customers and the community.
- Seek and participate in available company-sponsored training, to develop and advance knowledge base and skill set
- Maintain a positive and professional working relationship with peers, management, and support resources, with a constant commitment to teamwork and exemplary customer service
- Perform all other duties assigned by management in a professional and efficient manner

Job Requirements:

- Bachelor's degree in marketing, social media, public relations or related field
- At least five years of marketing / social media / public relations experience
- Proficiency with all social media sites
- Exceptional communication skills, verbal and written
- Ability to work independently as well as with other personnel and management
- Understanding of social media metrics and ability to monitor performance and analyze data
- Ability to think both creatively and analytically
- Ability to work in a fast-paced environment and solve problems independently
- Proficiency in Microsoft, Adobe Creative Suite, and related applications
- Candidate must have valid work authorization and be able to work in the U.S. without company sponsorship

Essential Job Functions:

Activity	Never	Occasionally	Frequently	Constantly
Hours Per Day	0 Hours	Up to 3 hours per day	3-6 hours per day	6-8+ hours
Sitting				X
Walking		X		
Standing		X		
Bending (neck)			X	
Bending (waist)		X		
Squatting	X			
Climbing	X			
Kneeling	X			
Crawling	X			
Twisting (neck)		X		
Twisting (waist)		X		
Hand Use: Dominant Hand Right ___ Left ___				
Is repetitive use of hand required?		X		
Simple Grasping		X		
Power Grasping	X			
Fine Manipulation	X			
Pushing/Pulling		X		
Reaching (above shoulder level)		X		
Reaching (below shoulder level)		X		
Lifting:				
0-10 lbs.			X	
11-25 lbs.	X			
26-50 lbs.	X			
51-75 lbs.	X			
76-100 lbs.	X			
Carrying:				
0-10 lbs.			X	
11-25 lbs.	X			
26-50 lbs.	X			
51-75 lbs.	X			
76-100 lbs.	X			
Driving cars, trucks, forklifts, other equipment?	X			