



TENSILITY MOTOR SPORTS

## **Job Description: Media Specialist**

Date: April 8, 2022

### **Summary**

TMS designs after-market automotive components with an emphasis on excellence in engineering and design. We supply to tuners, distributors, and auto shops throughout the world.

The primary focus of the media specialist is to communicate and control the TMS brand, including the highly informational emphasis of the brand. The primary outlets of promotion are through social media, web, photography, video, and event.

This is not a remote-work position.

### **Tasks include:**

1. Photography:
  - a. Takes photos of all products and keeps the photo library organized
  - b. Edits, retouches, and prepares photos for publication in various formats
  - c. Shoots all photos related to installation guides
  - d. Plans and executes creative photographic content
2. Social Media
  - a. Manages and plans strategy for social media feeds and promotions
  - b. Creates content
  - c. Travels to events to take capture live content, as necessary
3. Web
  - a. Manages website, including content, photos, and copy
  - b. Collaborates with brand manager on website direction and execution
4. Video
  - a. Collaborates with other team members to plan and storyboard video content.
  - b. Shoots and edits video content
  - c. Content is both technical and creative
  - d. Prepares and manages video content across platforms
5. May be asked to assist with the above items for the parents company, Tensility International Corporation, as well as a variety of other duties to help the team.



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### **Knowledge and Skills Requirements**

- Bachelor's degree in related field preferred.
- Graphics programs such as Photoshop, Illustrator, and InDesign.
- Video programs such as Premiere, After Effects, and sound editing.
- Photography
- Videography
- Extremely professional.
- Ability to work in an entrepreneurial and changing environment.

### **Beneficial Skills**

- Second language, particularly Spanish

### **Working Conditions**

Working conditions include a combination of office, outdoor, and warehouse. Some travel may be required.