



Toll Free 1.866.844.7873  
910.256.7873  
910.686.9664 fax  
info@wbsurfcamp.com

7213 Ogden Business Lane  
Suite 214  
Wilmington, NC 28411  
www.wbsurfcamp.com

## Website & Digital Content Specialist

**Reports To:** Digital Marketing Director

**Supervises:** None (or as assigned)

**FLSA Status:** Exempt (Administrative/Professional)

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### Overview

We are seeking a talented and driven Website & Digital Content Specialist to oversee and enhance the online presence of WB Surf Camp, Sea Turtle Camp, SurfBerry, and WB Live Surf. This multifaceted role combines website management, content creation, and digital engagement to strengthen brand visibility and connection across our community.

The ideal candidate is equally skilled in WordPress management, video editing, and social media engagement, bringing a strong creative eye and technical acumen to maintain our websites, produce captivating multimedia content, and grow our digital reach.

Working alongside the Digital Marketing Director, this individual will ensure all web and social channels consistently reflect our brand identity, mission, and passion for the ocean, adventure, and community.

### Essential Functions

The following duties represent the essential functions required to perform this position successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- ❖ Manage and update the company websites using WordPress, ensuring content accuracy, brand consistency, and functionality
- ❖ Assist in managing and working with small international coding team for necessary technical adjustments
- ❖ Write and publish informative and engaging blogs, news updates, and surf-related content that educates and resonates with our target audience
- ❖ Support Digital Marketing Director with content editing for company social media channels, including creating and editing captivating short form video content across all major platforms (Instagram, Facebook, TikTok, and YouTube)
- ❖ Lead daily social media engagement by responding to comments, direct messages, and interacting with other accounts to grow brand visibility and build relationships with online community
- ❖ Participate in brainstorming and strategy sessions with the Digital Marketing Director to elevate brand presence and ensure consistency and quality across all marketing content, while adhering to the voice and messaging of our brands
- ❖ Trend spotting social media updates and practices, ensuring the company's strategies evolve with the digital landscape
- ❖ Maintain organized digital archives of photos, videos, and marketing assets
- ❖ Other related duties assigned as necessary

### Minimum Qualifications

- ❖ Bachelor's degree in Marketing, Communications, Digital Media, or a related field
- ❖ 3+ years of experience in web management, digital content creation, or social media marketing
- ❖ Proficient in WordPress website editing, management, and troubleshooting
- ❖ Ability to use and embrace AI functionality in work scope
- ❖ Strong writing, editing, and proofreading skills with experience creating blog posts and web content optimized for SEO
- ❖ Strong understanding of SEO principles and the ability to optimize content for search engines

- ❖ Proficiency in video editing software (Adobe Premiere, Final Cut Pro, CapCut, Edits, or equivalent)
- ❖ Strong understanding of social media platforms and engagement best practices
- ❖ Proven ability to create, edit, and publish professional-level visual content
- ❖ Ability to understand and connect with diverse audiences
- ❖ Understanding of public relations principles to effectively manage and enhance brand reputation
- ❖ Strong organizational and project management skills with the ability to manage multiple campaigns and deadlines
- ❖ Excellent interpersonal and communication skills
- ❖ Ability to work autonomously
- ❖ Reliable transportation and ability to work in-person in Wilmington, NC
- ❖ Knowledge of the surf or outdoor adventure industries is a plus
- ❖ Positive, growth-oriented attitude with the ability to create an upbeat and fun atmosphere

## Desired Traits

- ❖ Creative storyteller with a passion for surfing, health/wellness, outdoor activities, and/or coastal conservation
- ❖ Knowledge of current social media trends and emerging marketing practices
- ❖ A creative thinker with the ability to come up with innovative marketing ideas
- ❖ Self-motivated, proactive, and adaptable in a fast-paced, deadline-driven environment
- ❖ Detail-oriented with excellent time management and follow-through
- ❖ Positive, collaborative attitude and ability to work well in-person within a small, creative team
- ❖ Understanding of analytics and performance reporting tools
- ❖ Energetic, extroverted, and outgoing personality with a passion for brand storytelling
- ❖ Reliable transportation and ability to work around dogs

## Physical Demands & Work Environment (ADA)

While performing the duties of this job, the employee is regularly required to sit, stand, and use hands and fingers to operate computer equipment. The role involves prolonged periods of computer-based work and occasional lifting of items up to 50 pounds. Work is performed primarily in an office setting with occasional travel to outdoor or coastal sites for content production or brand events. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

**Workers' Compensation & Safety Responsibilities:** All employees are expected to comply with Surf Camp, Inc.'s workplace safety policies, report any injury or unsafe condition immediately, and participate in safety training as required. Employees should follow all safety guidelines to prevent workplace injuries and ensure a safe environment for all team members.

## About Surf Camp, Inc.

Surf Camp Inc. operates four vibrant and community-driven brands since 2001 — WB Surf Camp, WB Live Surf, Sea Turtle Camp, and Surfberry — all dedicated to promoting an active, healthy, and environmentally conscious lifestyle. We foster a deep connection to the ocean through education, wellness, and adventure. Whether we're helping people catch their first wave, educating about marine conservation, or encouraging fitness and fun on the water, we are driven by our mission to cultivate a love and respect for the ocean by building confidence, developing character, and inspiring stoke through safety, fun, and learning.

**Disclaimer:** This job description is not designed to cover or contain a comprehensive listing of all duties or responsibilities that may be required. Duties, responsibilities, and activities may change at any time with or without notice.