

# Marketing & Social Media Specialist

## - job post

aspnix

Remote

Part-time, Full-time

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## Profile insights

Find out how your skills align with the job description

### Skills

Do you have experience in **Social media management**?

[Yes](#)[No](#)

### Education

Do you have a **Bachelor's degree**?

[Yes](#)[No](#)

## Job details

### Job type

Part-time

Full-time

### Work setting

Remote

## Full job description

Location: Remote

Job Type: [Full-time/Part-time]

Summary:

We are looking for an experienced Marketing and Social Media Specialist to join our team. The successful candidate will be responsible for developing and executing social media strategies,

managing digital marketing campaigns, and driving brand awareness across multiple platforms. This role requires a combination of creative, analytical, and project management skills.

Responsibilities:

- Develop and execute social media strategies that align with the overall marketing goals and business objectives.
- Manage social media accounts and create engaging content for platforms such as LinkedIn, Twitter, and Facebook.
- Develop and manage digital marketing campaigns, including email marketing and social media advertising.
- Collaborate with cross-functional teams, including product, design, and sales teams, to develop content and marketing campaigns that align with product launches, company events, and other initiatives.
- Monitor and analyze marketing performance data, and make data-driven recommendations to improve campaign performance and ROI.
- Write copy and create graphics, videos, and other multimedia assets for use in social media campaigns and other marketing initiatives.
- Use marketing automation and CRM tools such as HubSpot, Salesforce, or Marketo to manage campaigns and measure performance.
- Monitor and respond to customer feedback on social media channels and help manage the online reputation of the company.
- Stay up-to-date with industry trends and best practices in digital marketing and social media management.

Requirements:

- Bachelor's degree in marketing, communications, or a related field.
- At least 3 years of experience in digital marketing and social media management, preferably in a B2B or technology environment.
- Strong understanding of marketing analytics, including measuring ROI and KPIs, and ability to use tools like Google Analytics and HubSpot to track results.
- Ability to develop and execute social media strategies that align with the overall marketing goals and business objectives.
- Experience with email marketing campaigns and automation platforms such as Marketo or Eloqua.
- Excellent communication and copywriting skills, with the ability to write compelling and effective copy for different audiences and channels.
- Strong project management skills and the ability to work independently and prioritize tasks in a fast-paced environment.
- Ability to collaborate with cross-functional teams, including product, design, and sales teams.
- Familiarity with marketing automation and CRM tools, such as HubSpot, Salesforce, or Marketo.
- Willingness to learn new marketing technologies and stay up-to-date with industry trends.

If you're interested in this position, please submit your resume and cover letter. We look forward to hearing from you!

