

Job Description (Full Time)

Marketing Assistant / Social Media Manager

RESPONSIBILITIES

- Social Media Management
 - Research and Post information worthy of posting to client's social media pages (Facebook, Twitter, Instagram, Google My Business - where applicable) always linking/directing to the client's website. Posts need to be reactive and scheduled, including:
 - Educational
 - Tips
 - Fun
 - Project/Portfolio
 - Videos/Photos
 - Events
 - Company-related (ie. holidays, hours, new employees)
 - Blog on client's website and promote through client's social media (when applicable).
 - Assist with internal (Good Marketing Group) social media communications.

- Web Development Support
 - Site population (new sites being developed) including:
 - Create pages in new website via WordPress including setting up navigation, and developing categories/subcategories where applicable.
 - Add, move and edit content on pages (sometimes from previous site to new site)
 - Moving and adding images from previous site to new site – includes researching new images/photos applicable to new site and company product/service
 - Photo/image manipulation
 - Add SEO meta data to website on all pages, posts and products (when applicable)
 - Create products and categories for eCommerce sites (when applicable)
 - Monthly site updates (current customer sites) per client requests (initiated by monthly calls/emails):
 - Content
 - Images
 - Hours
 - Products
 - Videos (via client YouTube channel) – upload to YT, embed to website, share to social media platforms

(cont.)

- Account Executive Support
 - Client interaction (little to active)
 - Research and gather information for clients (ie. events, costs) including vendor communications
 - Design and revisions to client advertisements
 - (Eventual) Management of own clients including regular communications and suggested marketing services to grow their business.
 - Email Marketing “Journey” Programs
 - Develop, customize/populate Journey programs
 - Update all links to social media and website pages.
 - Test prior to sending to client for approval.

- Event Attendance
 - Client interaction and company representation at local (eventually national) conferences.
 - Blog/Post for GMG content and images on internal social media platforms and website:
 - Classes
 - Promotions
 - Booth & Event participation

SKILLS

- Required
 - Research experience (online)
 - Writing experience (passion for writing)
 - Social media experience (desktop and mobile) for businesses (versus socially only), including:
 - Facebook
 - Google My Business
 - YouTube
 - Twitter
 - Instagram
 - Houzz
 - Pinterest
 - Photoshop experience (basic knowledge required)
 - Customer service experience
 - Not afraid of technology (ie. website, social media platforms)

- Preferred
 - Understanding of WordPress and WordPress Customizer, may include some experience in:
 - HTML
 - WooCommerce
 - InDesign experience
 - Advertising agency experience

Interested candidates, please contact Shannon Good, 215.518.3148
Compensation commensurate with experience