



## Job Description

# SOCIAL MEDIA MANAGER/MARKETING COORDINATOR

We are seeking an energetic Social Media Manager and Marketing Coordinator with 1-3 years' experience in Social Media Management or a thorough understanding of Social Media Marketing. Some basic WordPress editing capability is desired but not required. Adobe Photoshop and/or Express experience is a plus. For this position, a willingness to learn new skills and understand home service industries is a must.

This role is responsible for maintaining a social media presence for 20-40 clients across several vertical business to consumer markets. This person will be designing and creating new social posts targeting primarily homeowners, using approved layouts, adding and editing content to social media, client and internal web pages, and assigning client requests to the proper team member through our project management system. This team member will work closely with our creative team on additional projects as needed. In addition, this team member may work within Google Ads to coordinate website content and social posts into marketing campaign strategies.

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### • 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)
- Post and link to 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)

(cont.)



- **Web Development Support (cont.)**

- Monthly site updates (current customer sites) per client requests (initiated by monthly calls/emails):
- Content, Images, Hours, etc.
- New and Updated Products
- Videos (via client YouTube, Vimeo, etc. channel) – upload, embed to website, share to social media platforms as needed

- **Account Services Support**

- Client interaction (little to active)
- Research and gather information for clients (ie. events, costs) including vendor communications
- Design and revisions to client marketing and 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 national and regional conferences.
- Booth & Event participation including but not limited to:
  - Ability to interact, educate and sell and conference trade shows
  - Small or large group presentation skills
  - Public speaking skills
- Blog/Post for GMG content and images on internal social media platforms and website
  - Classes
  - Promotions
  - Communication with event attendees and organization members prior to and after events

(cont.)



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- **Professional Skillsets Needed**

- **REQUIRED:**

- Excellent communication skills
- Attention to detail
- Good organizational skills
- Team mentality – comfortable with delegating and helping with projects not directly your responsibility
- Research experience (online)
- Writing experience (passion for writing)
- Social media experience (desktop and mobile) for businesses (versus personal only), including but not limited to:
  - Facebook
  - Google My Business
  - YouTube
  - Twitter
  - Instagram
  - TikTok
  - Houzz
  - Pinterest
- Software experience (basic knowledge required)
  - Adobe Express (or similar, ie. Canva)
  - Social Pilot (or similar, ie. HubSpot)
- Customer service experience – you will be communicating with clients directly
- Not afraid of technology (ie. website, social media platforms)

- **PREFERRED:**

- Understanding of WordPress and WordPress Customizer, may include some experience:
  - HTML
  - WooCommerce
  - Google Ads
- Adobe experience:
  - InDesign experience
  - Photoshop Experience
  - Premier and/or Premier Pro
- Advertising agency experience

**Interested candidates, please contact Shannon Good, 215.518.3148**  
**Compensation commensurate with experience. Benefits available.**



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## About Good Marketing Group

**We offer:**

**Medical Benefits**

**Prescription**

**Dental Discounts**

**Employee Wellness Programs**

**Paid Time Off**

**Paid Service Project/Volunteer Leave**

Good Marketing Group, located Sanatoga, Pennsylvania near Philadelphia, was founded in 2003 with the marketing needs of our clients –growing, family-owned, home service businesses - as our first priority. We are integrated marketing specialists with decades of advertising and marketing experience specializing in home contractor services and trade & service industries. Good Marketing Group offers a variety of services including website development, online and offline marketing tools & advertising and the implementation of strategic marketing plans that are proven in the industries we serve.

We believe in understanding how to reach a client’s target audience using a mix of qualitative information combined with demographics, behavior, psychological, lifestyle, and many more tools to build a sound strategy and message around results-driven marketing with a response mechanism for trackability and accountability. That’s the definition of our tagline, “Want GREAT Marketing? Get GOOD Advice.”

[ direct marketing management • on-line marketing development • branding & traditional marketing • list brokerage & data research • web design & site development • graphic design • data segmentation • search engine optimization & marketing (SEO / SEM) • logo design & corporate i.d. • direct mail design & fulfillment • mobile web design • copy writing • turnkey marketing solutions ]