

RBJ Community Consulting
<https://www.rbjcommunity.com/>
Milwaukee, WI
rbjcommunity@gmail.com

Job Title: Social Media Marketing Specialist

Job Type: Part-Time

Location: Remote

Social Media Marketing Job Purpose:

Combines marketing and social media management skills to enhance RBJ Community Consulting's social media presence.

Job Description:

Interacting with customers, promoting brand-focused, interactive, and engaging content, and expanding opportunities for revenue. Works to create innovative social media campaigns on Facebook and LinkedIn.

Social Media Marketing Job Duties:

- Creates marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- Ensures brand consistency in marketing and social media messages
- Collects customer data and analyses interactions and visits, plus uses this information to create comprehensive reports and improve future marketing strategies and campaigns
- Reports progress to Rashidah Butler-Jackson on a reoccurring and agreed upon timeline
- Grows and expands company social media presence into new social media platforms (TikTok, Twitter, and Instagram), plus increases presence on existing platforms including Facebook and LinkedIn
- Research and monitors activity of company competitors
- Creates and distributes engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages



Social Media Marketing Skills and Qualifications:

High School Diploma or GED / Degree in Communications or Marketing is preferred, One to Two Years of Experience with Social Media Management, Marketing Experience, Content Creation, Copywriting, Graphic Design, Web Design and Strategy, Data Collection and Analysis, Technology Skills, Strong Verbal and Written Communication Skills, Attention to Detail, Self-Motivated, Creative Problem-Solving Skills, Experience with Major Social Media Platforms

To apply, please visit <https://www.rbjcommunity.com/join-the-team>

