

## Social Media Specialist

### Job description

Are you creative with a passion for creating business content to promote products and services? Do you have a passion for social media and engaging online communities? If so, we invite you to join our team as a Social Media Specialist!

We are looking for a highly motivated, creative, detailed, and skilled Social Media Specialist. For this hybrid role (Colorado Mesa University Library or Mesa County Library and virtual), you will have flexible hours and an opportunity to utilize your skills and experience to enhance our social media presence and make the world a better place by helping us to reach clients who make a positive impact in their communities. You will be responsible for implementing marketing campaigns, engaging online communities, and working closely with the company's owners to create and curate engaging content.

### Essential Duties:

- Develop, manage, and execute digital marketing strategies across SEO. Implement SEO strategies to optimize website content for search engines and improve organic visibility.
- Create engaging social media strategies across platforms such as LinkedIn, TikTok, Instagram, YouTube, and Mailchimp. Track the effectiveness of the strategies.
- Increase the company's brand visibility and develop a strong following with community engagement.
- Work closely with co-principal of the company to produce, manage and curate engaging social media content across the website and social media channels, ensuring consistency in messaging and brand voice.
- Monitor and analyze key performance metrics to assess the effectiveness of digital marketing campaigns and make data-driven recommendations for improvement.

### Skills and Experience:

- Demonstrate ability to manage multiple projects simultaneously.
- Proficient in SEO and other digital marketing techniques.
- Strong understanding of digital marketing tools, key performance metrics, and platforms.
- Creative thinker with a keen eye for design and storytelling.
- Excellent communication skills.

### Working Hours & Location:

- Hours: part-time
- Location: Hybrid (Colorado Mesa University Library or Mesa County Library and virtual)

### Education:

- College level

### How to apply:

- Please email your résumé to Yvette at [yvette@capacityfornonprofits.com](mailto:yvette@capacityfornonprofits.com).