



Social Media Content Creator

At Promoting Me, we are committed to helping people become brands and make a name for themselves. We are a business strategy firm that works with businesses and individuals to find unique ways to stand out from their competition. We seek team players with entrepreneurial passion, who love learning new things, and who have a strong commitment to helping clients succeed.

Job Description:

We are seeking a talented and passionate **Social Media Content Creator** to join our team. As a key member of our marketing department, you will be responsible for developing and implementing engaging content across various social media platforms to enhance our clients' online presence and drive brand awareness.

Responsibilities:

Develop creative and compelling content for social media platforms including but not limited to Facebook, Instagram, Twitter, LinkedIn, Pinterest and TikTok.

Develop content strategies aligned with client objectives and target audience preferences.

Create visually appealing graphics, videos, GIFs, and other multimedia content to accompany social media posts.

Monitor social media trends, audience preferences, and competitor activities to identify opportunities for content optimization and innovation.

Engage with followers, respond to comments and messages, and cultivate a strong online community around our clients' brands.

Utilize analytics tools to track and analyze the performance of social media content and use insights to inform future strategies and content development.

Qualifications:

Proven experience as a social media content creator, preferably in a marketing setting.



Proficiency in graphic design and video editing tools such as Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva, or similar platforms.

Strong understanding of social media platforms, algorithms, and best practices for content optimization.

Excellent written and verbal communication skills, with the ability to craft engaging and effective copy tailored to different platforms and audiences.

Creative thinking and a keen eye for visual aesthetics.

Strong organizational skills and the ability to manage multiple projects simultaneously in a fast-paced environment.

Bachelor's degree in Marketing, Communications, Digital Media, or related field (preferred but not required).

Benefits:

- Competitive salary commensurate with experience.
- Opportunity for professional growth and development.
- Flexible work environment with options for remote work.
- Collaborative and supportive team culture.

If you are a creative and strategic thinker with a passion for social media marketing, we want to hear from you! Please submit your resume, portfolio (including examples of social media content you've created), and a brief cover letter outlining why you are the ideal candidate for this position to **shellypeterson@promotingme.com**.

Promoting Me is an equal opportunity employer and welcomes applications from individuals of all backgrounds. We thank all applicants for their interest; however, only those selected for an interview will be contacted.