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Social Media Specialist

Pay: \$18.50 - 22.50 per hour at 20 hours per week

PlanIT Geo™ provides enterprise GIS Software as a Service (SaaS) for urban trees, parks, tree care, and related green infrastructure asset management. We are a small company based outside of Denver with employees around the country and partners and customers worldwide. This position is an exciting period in our company's growth, with plenty of opportunities to advance and grow along with us.

Position Overview

We are looking for a Social Media Specialist to plan, implement, and monitor the company's social media strategy in order to increase brand awareness, improve marketing efforts and increase sales. The Specialist will work to grow our social media channels, measured by the amount of content published, when and how people engage with the channel, which content gets the most interaction, and how users respond to any brand messages.

The Social Media Specialist is responsible for creating and administering content on all social media platforms, increasing channel audiences, and ensuring customer engagement, using content that resonates with the interests of the intended audience, and unique to the typical interactions of each channel. The Specialist will be able to understand and monitor social media metrics to ensure the social media strategy is achieving its goals, responds to reader comments, and oversees creative design.

Position Responsibilities

As the Social Media Specialist, you'll get to work with our marketing team to help develop brand awareness about our company through social media. More specifically, you'll get to:

- write long- and short-form social media messages that attract new users and engage current users
- use data to analyze what's working, what's not, and reinforce or refocus key messages accordingly

- wear many hats as you work with multiple teams to develop strategy, work with designers, write copy, manage social communities, and analyze data
- help convert our brand fans into loyal customers with engaging, responsive, responsible, surprising, and captivating social media interactions
- Define and manage our most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with the latest social media best practices and technologies
- Use social media marketing tools
- Collaborate with team members outside the marketing department
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Develop and manage influencer program

Position Qualifications

- Experience as a Social Media Specialist or similar role using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, Google+, and other social media best practices
- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of social media KPIs
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills
- BSc degree in Marketing or relevant field

Position Details

This is a 1099 position, remote, and part-time, working no more than 20 hours a week. You may choose your hours during normal business hours Monday to Friday with flex-time available.

Supervision will be received by the Director of Marketing with onboarding assistance provided by the Marketing Operations Manager. Once there is a clear understanding of the position's responsibilities, tasks should be executed with minimal direction.

To apply, send resume and one-page cover letter to marketing@planitgeo.com