

Social Media Guru Job Description

Posted January 10, 2025

Closing Date February 10, 2025

Title: Social Media & Marketing Guru (Part-Time)

Location: Remote

Job Type: Part-Time (Approx. 5 hours per week) and willing to take on more hours as our company grows. Term, hours and remuneration re-evaluated after 6 months.

Reports to: Carrie & Nicole

Job Overview:

We need help to grow our following and business.

We are seeking a creative, detail-oriented, and organized Social Media & Marketing Guru to help manage and grow our brand's online presence, enhance sales and orchestrate the set-up of our online events. The ideal candidate will have experience with the content we teach at Resolve Pain Guru. In addition, a strong passion for social media, content creation, and engagement with online communities. You will work with Carrie & Nicole to execute social media strategies across various platforms, ensuring our content is consistent, engaging, and aligned with our brand. A passion and understanding of mind-body wellness are preferred.

Key Responsibilities:

Content Creation & Scheduling:

Create engaging social media posts both educational and for events (text, images, videos, infographics) using a large library of existing videos, images and written content for Facebook, Instagram, and YouTube. Help curate content based on trends, industry news, and customer feedback.

Schedule and publish posts organically.

Community Engagement:

Monitor and respond to comments, messages, and mentions on all platforms, fostering positive interaction with our audience.

Participate in online conversations, groups, and forums to promote our brand awareness.

Event Support:

Set up events on our Wix website including registration links.

Create and advertise events on social media platforms.

Collaboration:

Contribute ideas for campaigns, promotions, and initiatives that align with business goals. Work closely with Carrie & Nicole to ensure brand messaging is consistent across all channels.

Analytics & Reporting:

Tracking key performance metrics (KPIs) like engagement, reach, and follower growth.

Provide basic analysis of social media performance and suggest improvements based on data.

Content Research:

Conduct research to identify relevant industry topics, hashtags, influencers, and trends to incorporate into social media strategy.

Stay updated on social media trends and best practices.

Qualifications:

Experience: 1-2 years of experience in social media management or a related field

Skills:

Strong knowledge of social media platforms and best practices.

Solid understanding of social media analytics and metrics.

Excellent and efficient communications, writing, and video editing skills. Preferably experienced using Vimeo editing or Camtasia.

Ability to create engaging visuals using Canva.

Attributes:

Highly organized and able to work independently and manage multiple tasks.

Creative, with a passion for social media trends.

Self-motivated and proactive in learning and adapting.

Motivated to promote our business. Our success will be your success in remuneration.

Preferred (But Not Required):

Knowledge of SEO, copywriting, or content marketing.

Experience with paid social media advertising.

Familiarity with influencer marketing and partnerships.

Remuneration:

Starting at \$25/hour. The term of employment, hours and remuneration will be re-evaluated after 6 months.

How to Apply:

Please submit your resume to painfree@resolvepainguru.com, a brief cover letter, and 3 examples of social media content/platforms you've created or managed, along with two references. We are looking for someone who is willing to help us grow our company and our bottom line and be part of our awesome team.

This job description provides a broad overview of the role, but responsibilities may evolve as the company grows and social media needs change.