



## Marketing Specialist

**Title:** Marketing Specialist

**Reports to:** Marketing Manager

**Pay type:** Salary (40 hours per month)

**Pay range:** \$1,500 monthly, \$18k annually

**Total Compensation package:** \$20k annually (See below for more details)

### Job Summary:

The Marketing Specialist is responsible for planning, developing, and implementing the company's overall marketing strategy and plan in order to support and improve online presence and the overall marketing efforts. They strategically plan with key players at ADAPT, content that is necessary to capture for upcoming events, specials, or consistent social media postings on all platforms. This job also, entails 3 meetings a week, one administrative and Marketing meeting, one Team meeting, and one bi-weekly check-in with their supervisor. This job focuses on capturing the community that ADAPT has worked so hard on building and making sure we show the community through content all ADAPT has to offer.

### Education and Experience:

- 2+ years of marketing experience
- Experience using main social media platforms. (Instagram, Facebook, Twitter, Website, Blog,

### Major tasks and responsibilities:

- Build a social media content calendar
- Editing video and photo footage
- Posting social media posts 30x per month
- Monitor, listen and respond to users
- Repost tagged posts
- Identifying social strategy and tactics for advertising and boosting posts
- Support social media content director and creator

### Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.

- Must be able to lift up to 45 pounds at times.

**Compensation package**

- Aflac ACC (Accidental Insurance)
- Memberships for both staff and loved one
- Services and retail sold at cost
- Gym drop-in class \$25 per month
- ADAPT will pay for a specific certification, webinar or training that aligns with job role and is found to be valuable for staff to attend and bring back information
- Commission when selling new memberships.

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Managers Initials: \_\_\_\_\_