



# PACIFIC NORTHWEST TITLE

## Social Media Marketing Coordinator/Sales Support

**Non-Exempt / Non-commissioned**

**Reports to: VP of Sales**

Do you enjoy creating and driving a social media presence for an organization? Do you enjoy working with a sales team? Pacific Northwest Title is searching for an addition to our Sales team! If you have strong social media experience, administrative and organizational skills this may be the job for you!

### **Position Summary:**

The Social Media Marketing Coordinator/Sales Support role is responsible for the ongoing management and growth of the company's social properties and for the administrative support of our sales team. This person will be responsible for bringing social media ideas to life through real-time interaction and community management. The successful candidate will have a strong knowledge of the current social media landscape, a passion for content development, metrics reporting, interacting with our client base, be well organized and possess strong administrative skills. The successful candidate must also have the ability to thrive in a fast-paced environment, be a self-starter, and be team-oriented.

### **Duties & Responsibilities:**

#### **Social Media (5-10 hours per week)**

- Drive the creative strategy for PNWT's social channels and campaigns
- Leverage email and social media awareness efforts to drive PNWT industry messaging
- Develop and champion social creative opportunities in a way that brings best-in-class creative across channels
- Drive innovation through social-first, creative ideas and copywriting
- Respond to messages within social media platforms. Assist with bad reviews and negative news communications.
- Make recommendations for social media strategy through research, benchmarking, messaging, and audience identification
- Continuously improve social media offerings by capturing and analyzing the appropriate social KPIs, insights, and best practices, and acting on that information
- Maintain social media and marketing calendars, deadlines, and approvals
- Work cross departmentally to manage social media reputation
- Maintain and analyze social media budget

#### **Marketing (5-10 hours per week)**

- Develop, maintain and proof content for marketing materials
- Craft data-driven, insightful briefs to inform creative ideas and executions
- Assist with strategic planning of marketing and advertising campaigns including quarterly schedules
- Research competitive products by identifying and evaluating product characteristics, sales, prices and methods of distribution and marketing to thoroughly learn about the competition market share, pricing, and advertising; maintaining research databases

- Devise and conduct research regarding market strategies and consumer opinions and assess procedures and methods for customer data collection, including surveys and questionnaires
- Evaluate and analyze the effectiveness of advertising, marketing and communications strategies

**Sales Support (20+ Hours per week)**

- Collaborate with team to develop and test new content and creative strategy opportunities
- Participate in creative brainstorming sessions with Sales team
- Work with Sales team on implementation strategies for communication of industry news and topics
- Enter and maintain data in company CRM (Customer Relationship Management)
- Assist in the preparation of in-person and virtual presentations to real estate agents and lenders regarding education and/or relevant industry related information
- Work with Real Estate School Administrator to organize clock hour classes including identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and coordinating mailing lists.
- Liaison for sales related promotional materials planning and management
- Create custom reports applicable to Sales in operating software and distribute to relevant parties

**Customer Service (Varies)**

- Provide backup to the Customer Service department as needed, assisting with all customer service requests
- Assist with notaries as needed
- Perform other duties as assigned

**Skills/Qualifications/Qualities:**

- 1 - 2 years of experience in professional social media marketing
- Knowledge of various social channels and strategies
- Must be able to create consistent, meaningful content on all social media platforms
- Passion for social media and the power of conversation and connection through social media avenues
- Experience in storytelling and bringing creative ideas to life in educational, innovative and informing ways
- Demonstrated copywriting skills
- Proficient with Google Analytics
- Must be self-motivated and driven to succeed & produce results
- Excellent written and verbal communication, presentation, and editing skills
- Computer skills sufficient to create presentations, manage spreadsheets and create documents
- Excellent Customer Service skills, including follow up with current and prospective customers, answering any and all needs, questions and concerns
- Ability to think independently and communicate ideas effectively
- Strong organizational skills, ability to multi-task and keep projects prioritized
- Team player mentality
- Must possess the following attributes: Team player, Dependable, Responsible, Honest, Integrity, Confidentiality

Send resumes to [employment@PNWTKitsap.com](mailto:employment@PNWTKitsap.com)

Pacific Northwest Title is an equal opportunity employer. All applicants will be considered for employment without attention to by race, color, sex, religion, age, national origin, marital or military status, sexual orientation, gender identity, the presence of any sensory, mental, or physical disability, genetic information, status as a victim of domestic violence, sexual assault, or stalking or any other status or characteristic protected by local, state or federal law.