

Job Title: Social Media and Email Manager
Occupation Code/Title: Search Marketing Strategist
Salary: \$42,682.00
Position: Full Time
Begin Date: 10/1/2023

Backd Business Funding is an experienced FinTech company headquartered in Austin, Texas, specializing in financial solutions for growing businesses. We are seeking a social media and email manager to help drive lead generation and brand awareness! This is an exciting opportunity for someone to work in a fast-paced, fintech startup and advance a career in marketing.

WHO YOU ARE:

- Bachelor's Degree in Marketing, Communications, or Business
- 1+ years of experience in marketing and social media
- Experience using social media scheduling, management and ad tools
- Knowledge of social media ad tools
- Enthusiastic visual and video content creator across Facebook, Instagram, LinkedIn, etc.
- Legally authorized for employment in the United States without the need for current or future employer-sponsored work authorization
- Proficient at copywriting
- Strong communication, multi-tasking and analytical skills
- Thrive in a fast-paced, dynamic environment
- Comfortable working on-site in a business casual setting

WHAT YOU'LL DO:

- Assist in brainstorming social media strategy and content
- Create and execute content and campaigns across all digital platforms
- Research competitors and trends
- Develop and execute an optimal posting schedule considering web traffic & customer engagement metrics
- Represent our brand in professional and friendly way on our digital platforms
- Manage social media engagement across all digital platforms
- Work with graphic designer to create appropriate visuals and videos
- Research target audience preferences and behavior
- Track and report on KPIs
- Participate in weekly marketing meetings, strategy sessions, and skills development

BENEFITS:

- Competitive salary
- 90% medical insurance paid for
- 401K match
- Regularly paid company outings
- Twice-weekly corporate yoga

-Opportunity for promotion from within

-Paid holidays and PTO

Holidays are celebrated! Birthdays are recognized! Snacks & refreshments are provided! MORE BENEFITS TO COME AS WE CONTINUE TO GROW. Grow with us!

Backd is an Equal Opportunity Employer. Backd provides equal employment opportunities without regard to race, color, religion, gender, national origin, age, and disability unrelated to an individual's ability to perform adequately, sexual orientation, marital status, or any other characteristic protected by law.