

Virtual Assistant Position Deliverables



Execute and manage duties to meet results of position:

- Develop and curate engaging content for all online platforms.
- Assist in the creation and editing of written, video, and photo content for all digital platforms
- Maintain unified brand voice across different marketing and media channels.
- Create a social media calendar.
- Monitor online channels for industry trends.
- Use LinkedIn to generate B2B relationships with target customers.
- Manage website optimization changes and additions.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Assist in the development and management of marketing and influencer marketing strategy.

Qualifications / Skills:

- Passion for social media and proficiency with major social media platforms and social media management tools
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Excellent social listening skills
- Ability to understand historical, current, and future trends in the digital content and social media space
- Strong copywriting and copy editing skills
- Top-notch oral and verbal communication skills
- Impeccable time management skills with the ability to multitask
- Detail-oriented approach with ability to work under pressure to meet deadlines

Education and Experience Requirements:

- Bachelor's degree in marketing or a related field
- 1-3 years experience with B2C social media marketing or content development
- Direct experience using social media management tools (Hootsuite, Sprinklr)
- Experience with Microsoft Office (Excel, Outlook)
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent digital media editing tools a plus