



Position Description

Title: Marketing & Social Media Specialist

Reports To: VP, Director of Business Strategy

Number of Positions Reporting to this Position: 0

Location: North Carolina or West Virginia

Starting Salary Range: \$55,000 to \$70,000

Partner Community Capital

At Partner Community Capital (PCAP), we help small businesses get the capital and other resources they need but can't access. We deliver flexible, empowering loans to borrowers in underserved communities, and we connect clients to strategic advisory services so they can make the best use of our capital.

As a certified Community Development Financial Institution (CDFI) we focus on locally owned, environmentally responsible small businesses because they employ and build wealth for entrepreneurs, their families, and their communities. We work in the Central and Southern Appalachia and across the Southeast (primarily in West Virginia and North Carolina).

To learn more about PCAP, visit www.partnercapital.org.

Must have received, be willing to receive, or have a certified medical or religious exemption for the COVID-19 vaccination by date of hire to be considered.

Position Summary

Partner Community Capital (PCAP) is looking for a Marketing & Social Media Specialist to join their growing organization and team. As the Marketing & Social Media Specialist you will provide support to PCAP, including its West Virginia Women's Business Center (WBC), by curating and maintaining the organization's digital presence including newsletters, website content, and social media campaigns and engagement.

Requirements

Bachelor's degree in Marketing, Communications, or related field and one (1) year of marketing, communications, and/or social media management experience; or four (4+) years of experience may substitute for a formal degree.

Our ideal candidate will have exceptional copywriting skills, demonstrate a strong sense of ownership, have the ability to work both independently and as a team member, and will be proficient with Microsoft Office, Canva, WordPress, Google Analytics and Facebook Insights.

Responsibilities

- Supports PCAP's business plan and works closely with the Marketing and Communications Team and external partners to develop strategy and content.
- Develops and executes a digital marketing strategy that aligns with business plan objectives and overall organizational strategy utilizing advertising, partnerships, public relations, email marketing, social media platforms.
- Sets and reports on marketing/communications goals and metrics; monitors the effectiveness of social media posts and marketing campaigns; makes recommendations to improve reach to various sectors.
- Manages day-to-day social media updates.
- Monitors social media postings of partners, peers, and industry; recommends and informs PCAP and WBC communications and strategies.
- Manages website content updates.
- Writes blog posts, press releases, website and print collateral content for small businesses and stakeholder audiences.
- Coordinates and collaborates with the Marketing and Communications Team, including external marketing agency, to draft and distribute print and digital collateral such as flyers, brochures, newsletters, press releases, and blog posts.
- Other marketing-related duties as assigned.

Compensation, Benefits, and Location

The starting salary range for this position is \$55,000 to \$70,000; salary is commensurate with experience. Candidates must be located in West Virginia or North Carolina; this is a hybrid position and work is performed in a remote and in-office setting, including both virtual and in-person meetings and events. Additionally, PCAP offers a generous slate of benefits including medical, dental, vision, life, short-term, and long-term disability insurances, 403(b) retirement, Flexible Spending Account (medical and dependent care), paid time-off and holidays, and professional development, as well as other benefits and perks.

Link to Apply: <https://www.careers-page.com/human-capital-initiatives-llc/job/L75XR74X>

Partner Community Capital, a Non-Profit Corporation, is an Equal Opportunity Employer who fully and actively supports equal access for all people regardless of Race, Color, Religion, Gender, Age, National Origin, Veteran Status, Disability, Genetic Information or Testing, Family and Medical Leave status, Sexual Orientation and Gender Identity or Expression. Partner Community Capital prohibits retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or practice in the investigation of any complaint, or otherwise oppose discrimination.