



## ParentMap is hiring a Social Media Specialist

### Part-time, work from home position

ParentMap is seeking an experienced, creative Social Media Specialist to manage ParentMap's social media platforms (Facebook, Twitter, Instagram, Pinterest, YouTube) and develop a strategy that will help ParentMap substantially increase our social media presence, audience engagement and referral traffic.

The ideal candidate will have an exceptional track record managing social media channels, a passion for creative storytelling and the ability to craft clever messaging that connects ParentMap's content to parents through parenting smarts, wit and humor.

The Social Media Specialist will work in conjunction with the Digital Marketing Manager to create and execute a detailed social media strategy to grow ParentMap's highly engaged audience of Puget Sound parents and maximize website traffic.

### Responsibilities

- Manage day-to-day social media content across all ParentMap social channels
- Coordinate across various cross-functional teams to develop and optimize social media content to promote ParentMap content, engage our audience and meet strategic goals
- Develop and implement paid social media campaigns to drive website traffic, event ticket sales, resource fair attendance and grow ParentMap's social media followers
- Manage social media budget and recommend appropriate spend to maximize social reach
- Oversee the social media community, answering questions/requests as necessary
- Develop and test social content relevant to various target audiences in an effort to maximize ParentMap readership and web traffic
- Develop and build relationships with key online influencers and bloggers to support social media and content goals
- Track, measure and analyze performance of each social platform/campaign. Develop recommendations for optimizing strategies and tactics.



- Stay abreast of best social media strategies, providing input to ParentMap team on emerging trends
- Assist with overall marketing efforts including events, campaigns and programs, as needed
- Perform other duties as assigned

### **Qualifications**

- Bachelor's degree, preferably in marketing, communications or related field or equivalent work experience
- Minimum of three years experience running social media channels (Facebook, Instagram, Pinterest, Twitter, YouTube) and paid social campaigns
- Excellent communicator and proven storyteller
- Exceptional writing skills with strong attention to detail, grammar and tone
- A self-starter with the ability to work independently
- Team player with ability to work cross-functionally

**Reports to:** Digital Marketing Manager

**Job Status:** Part-time (20-25 hours per week)

**Job Location:** Work-from-home position, with weekly required meetings in Mercer Island

**To Apply:** Email your resume and cover letter to [lindsey@parentmap.com](mailto:lindsey@parentmap.com). Please include "Social Media Specialist" in the subject line of your email.

### **About ParentMap**

ParentMap is a Northwest media company providing highly relevant, well-researched, and entertaining content to parents through various integrated publishing channels: our award-winning newsmagazine; ParentMap.com, the Puget Sound's leading website for parents and caregivers; and our annual series of lectures and community events.