

## Marketing/Social Media Manager

**Office Location:** Wyomissing, Pennsylvania

**Salary:** Commensurate with experience

### Job Description

The Marketing/Social Media Manager will be responsible for the development and implementation of marketing strategies that support RPA Engineering. This candidate will help direct, manage, and execute the company's digital presence. They must be creative, innovative, and know the "ins and outs" of social media/marketing.

### Responsibilities:

- Develop Marketing Strategies and Planning
- Develop Social Media Strategies
- Social Media Content Creation
- Analyze Social Media Analytics
- Update Website using WordPress
- Write Press Releases, Employee Profiles, and Project Descriptions
- Develop, Update, and Maintain Print and Electronic Collateral
- Maintain Project and Resume Database
- Create PowerPoint Presentations
- Sustain Promotional Material Assortment

### Requirements:

- B.S. Marketing or equivalent degree
- Strong social media platform knowledge
- Strong writing and grammar skills
- Proven ability to work independently and collaboratively, while meeting goals and deadlines
- Ability to multitask across many projects at once
- Detail-oriented and highly organized