



SOCIAL MEDIA AND MARKETING ASSISTANT

Peace By Piece Home Services is looking for a hard-working, highly organized individual to join our social media and marketing team.

Job Details

Hours: 10-20 hours/week

\$15 – \$20 per hour based on experience

No benefits offered

Hours are not guaranteed

Primary Tasks:

Social Media/Website:

- ✓ Generate unique ideas for twice monthly newsletters
- ✓ Draft newsletters; pull applicable photos and create graphics
- ✓ Maintain professional photo database on Google Drive; pull photos for projects
- ✓ Create (using Canva) regular story series and feed posts to be featured on IG/FB
- ✓ Post Instagram reels to Tik Tok
- ✓ Visit work sites and record content for social media (reels & tik toks)
- ✓ Generate unique content ideas for IG reels
- ✓ Record and edit video and photos for content creation

Marketing:

- ✓ Increase local relationships by identifying potential collaboration partners: podcasters, publications, social media influencers, interior designers, architects, realtors, cleaners, custom installers, etc.

- ✓ Work with Owner and Business Development Manager to craft intro letters to potential collaborators
- ✓ Design marketing materials and collateral in Canva using branded templates
- ✓ Assemble marketing kits for drop offs with designers, builders, and architects
- ✓ Arrange meetings for Owner at local meetups or with potential collaborators
- ✓ Think creatively about how to generate more client leads in local area

Qualifications + Requirements

- ✓ Experience using social media platforms in a professional setting preferred: (Instagram, Facebook, Tik Tok, Pinterest)
- ✓ Experience in video and photo editing; reels creation in a professional setting preferred
- ✓ Experience designing social media and marketing materials in Canva
- ✓ Excellent writing skills
- ✓ Ability to modify style to match platform and company voice
- ✓ Ability to work closely with and communicate within a team
- ✓ Attention to detail
- ✓ Time management skills
- ✓ Willingness to learn new technologies and social media features
- ✓ Empathy and kindness towards our clients; Positive attitude