



Canaan Marshall Designs is looking for a passionate and skilled Social Media Coordinator to both manage and grow the Canaan Marshall Designs social media platforms. Canaan Marshall is the next-door floral designer of your dreams, traveling often to design and install flowers for high-end clients and leading floral demonstrations. Canaan Marshall Designs is a small company composed of Canaan Marshall, the owner, a Social Media Manager, an Administrative Assistant, and several event assistants. This position will report directly to and work closely with Canaan.

### **Job Responsibilities**

- Create posts for the Canaan Marshall Designs Facebook, Instagram, and Tik Tok pages, including creating content, captions, and hashtags
- Maintain a consistent posting schedule, mindfully choosing days/times to post
- Monitor social media accounts for comments and mentions
- Monitor the direct message requests on Instagram and Facebook. Sort and respond to appropriate messages and delete spam
- Ensure that posts are on brand and speak to Canaan's audiences
- Monitor and implement analytics to improve content and posting schedule
- Working with the Administrative Assistant, keep the photo/video collection organized in Google Drive
- Occasionally email third parties to request official photos of Canaan or his work
- Stay abreast of trends, changes, and new features on social media platforms

### **Hours & Compensation**

- This is a part-time role. 90% of the work can be performed remotely. The Administrative Assistant will need to attend certain meetings or events in-person
- Compensation is commensurate with experience. Range is \$18-\$25/hourly

### **Skills & Qualifications**

- Ability to manage up
- Exceptional organizational skills and ability to plan ahead
- Ability to analyze analytics
- Creativity to reach audiences & engage followers in new ways
- Professionalism

### **Education and Experience Requirements**

- Bachelor's degree OR college Junior working toward Bachelor's degree
- At least one year experience in social media management
- Familiar with Instagram, Facebook, and Tik Tok
- Familiar with Google Drive and Microsoft Office Suite

If interested, please apply on our website: <https://www.canaanmarshall.com/hiring>