



**Job Title:** Social Media, Online Marketing, SEO & Marketing

**Date:**

**Job Description:**

**Responsibilities:**

1. Manage Social Media sites like Facebook, Twitter, Linked In, etc.
2. Gather content to edit, create, update and manage blogs.
3. Engage people within the Company's Social Media Network like commenting on posts or replying to comments or tweets.
4. Responsible in expanding Social Media Network - gaining Twitter followers, FaceBook fans, Pinterest, and LinkedIn connections.
5. Research on materials and posts them daily on all social media pages.
6. Create materials to proliferate on social media networks of the Company.
7. Creates posting template for ads and posting these ads on sites like Craigslist, Backpage, etc.
8. Send weekly marketing report.
9. Design and create flyers.
10. Manage contents of drip campaigns and process leads into appropriate campaigns.
11. Review & manage progress of each lead daily.
12. Handle basic SEO (update web content, virtual tours, update listings) for team.
13. Design, layout and create direct mail campaigns like postcards.
14. Update Real Estate newsletter, whether it's the online copy or hard copy.
15. Edit and post videos/virtual tours for website, social media sites, and YouTube, etc.