

WE'RE HIRING!

CENTURY 21 Doris Hardy & Associate's, LLC is seeking to hire a part-time **Social Media Specialist** to join our team!

We're looking for a well-verse, well-organized, friendly individual to join our team and help execute our company's social media goals. Ideal candidates would have strong understanding of social media networking and excellent communication skills.



For more information and to request full job description, please email frontdesk@dorishardy.com.

www.dorishardy.com | 662.327.8596 | 3495 Bluecuff Rd. Columbus, MS 39705

Virtual Assistant – Part-Time Social Media Specialist

Work from Home Opportunity – Based in Columbus, MS

CENTURY 21 Doris Hardy & Associates, LLC is looking to hire a part-time remote Social Media Specialist to manage the office social media platforms, carry out daily social media tasks, and train real estate agents on new social media industry trends. This candidate will work remotely and report to the Broker/Owner. This position is responsible for creating, writing and scheduling posts for all social media platforms. Additionally, the social media specialist will be monitoring posts for comments, as well as responding appropriately to online posted content.

Responsibilities

- Maintain and execute social media strategy through competitive research, platform determination, and synonymous branding of CENTURY 21 corporate guidelines
- Generate, edit, publish and share relevant content (original text, images, video or graphics) that builds meaningful connections and encourage online interactions
- Responsible for managing any customer service issues on social media, and consulting the appropriate person for how to handle, address, and respond to the issue
- Manage all social media platforms including Facebook, Twitter, Instagram, Pinterest, YouTube, and LinkedIn to maintain and increase visibility of company's online social presence
- Create enticing social media graphics for holidays, new listings posts, special occasions, etc.
- Assist Agents with social media questions and troubleshooting and new account set up training
- Conduct virtual office trainings on new social media trends and help implement new platforms within office
- Maintain company blog site, write and schedule blog content and share to appropriate social media channels directing traffic to website
- Light website maintenance and updating website content required
- Work with office staff to be aware of internal office events and local happenings to be posted to social media
- Ensure synonymous branding across social media channels
- Watch social media/technology webinars pertaining to real estate and implement new trends into social media strategies
- Assist with additional tasks that may be assigned

Qualifications

- Candidate must possess strong understanding of social media networking operating for business purposes
- Must contain strong and interpersonal and professional communication skills
- Excellent copywriting skills are necessary
- Previous experience in marketing, sales, and communications related field preferred
- Proficient in Microsoft office suite, basic internet and computer knowledge required
- Basic knowledge of real estate industry is a plus
- Positive attitude, detail and customer oriented, with efficient multitasking skills and organizational ability
- Knowledge of online marketing and understanding of major marketing channels
- Candidate must possess a computer and have reliable internet connection

Director of Social Media– Part-Time (15-20 hours per week)

CENTURY 21 Doris Hardy & Associates, LLC is looking to hire a part-time Director of Social Media to manage the office social media platforms, carry out daily social media tasks, and train real estate agents on new social media industry trends. This candidate will have the opportunity to work remotely up to 10 hours per week and report to the Broker/Owner. This position is responsible for creating, writing and scheduling posts for all social media platforms. Additionally, the Director of Social Media will be monitoring posts for comments, as well as responding appropriately to online posted content.

Responsibilities

- Maintain and execute social media strategy through competitive research, platform determination, and synonymous branding of CENTURY 21 corporate guidelines
- Generate, edit, publish and share relevant content (original text, images, video or graphics) that builds meaningful connections and encourage online interactions
- Responsible for managing any customer service issues on social media, addressing the issue and consulting the appropriate person for how to respond if necessary
- Manage all social media platforms including Facebook, Twitter, Instagram, Pinterest, YouTube, and LinkedIn to maintain and increase visibility of company's online social presence using social media analytics and tracking
- Create enticing social media graphics for holidays, new listings posts, special occasions, etc.
- Assist Agents with social media questions and troubleshooting and new account set up training
- Conduct office trainings on new social media trends and help implement new platforms within office
- Maintain company blog site, write and schedule blog content and share to appropriate social media channels directing traffic to website
- Light website maintenance and updating website content required
- Work with office staff to be aware of internal office events and local happenings to be posted to social media
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- Positive attitude, detail and customer oriented, with efficient multitasking skills and organizational ability
- Knowledge of online marketing and understanding of major marketing channels

To apply, please send resume to socialmedia@dorishardy.com and also CC dhardy@dorishardy.com.



DORIS HARDY & ASSOCIATES, LLC

WE'RE HIRING!!

CENTURY 21 Doris Hardy & Associates, LLC is seeking to hire a full time **Office Manager** to join our team!

We're looking for a motivated, well-organized, friendly individual to join our team and help execute our office goals. Ideal candidates would have prior office management experience and a desire to advance their clerical and operational skill set.



SMARTER. BOLDER. FASTER.

For more information and to request a full job description, please email Doris Hardy at dhardy@dorishardy.com.

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