



The Elevate team has an immediate opening for: **Marketing & Social Media/Community Manager –Full-Time**

**Elevate IMS** ([www.elevateims.com](http://www.elevateims.com)), headquartered in Atlanta, Georgia and with secondary office located in Ithaca, NY, specializes in fraternity/sorority alumni communication programs and major capital campaigns. We strive to provide excellent customer service and work with our clients to maximize the return on their investments. We seek to hire someone who shares our values and enjoys a fast-paced, friendly, collaborative, and ambitious work environment.

We are looking for an amazing marketer to own the majority of the marketing funnel for our company. You will be in charge of researching prospective clients, attracting site traffic, converting that traffic into new leads for the business, and nurturing those leads to close into customers, with assistance from company principals and team leaders.

**The ideal candidate will be responsible for the following:**

- Build and manage a rich content/editorial calendar that attracts a qualified audience to our content (including blog posts, whitepapers, reports, webinars, infographics, all to be developed).
- Research, develop and grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Build and manage the company’s social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant.
- Create shareable content appropriate for specific networks to spread both our brand and our content.
- Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences.
- Work alongside other staff members to help create and distribute content that educates and entertains our audience and supports marketing goals.
- Explore new ways to engage and identify new social networks to reach our target buyers.

**Required Skills:**

- BA/BS degree
- Excellent communication and organizational skills
- Proficient in social media and Microsoft Office tools
- Responds promptly to requests for service and assistance
- Successfully handle multiple concurrent activities and hit targeted deadlines
- Show the ability to work independently with little oversight

**Education and Additional Experience/Skills:**

Ideal candidate will have membership in a fraternity/sorority and will have post-collegiate involvement, either as a professional staff member and/or volunteer.

Experience in Adobe Suite products (InDesign and Photoshop), HTML/CSS knowledge, WordPress, and SEO beneficial but not required.

Candidate should be a team player and have the ability to work with a variety of individuals.

**Compensation:** This is a full-time position with salary commensurate with experience.

This position will be open until filled with a qualified individual. Qualified candidates should e-mail, fax, or mail their resume, and cover letter, **including salary history** to: