

Social Media Expert – Remote, part-time, contract position

Supplier PowerStick.com is seeking a social media expert to join our team for a few hours per week on a contract basis. This individual will be an important player in helping to expand our marketing efforts.

PowerStick, founded in 2011, is an Ottawa, Ontario-based supplier company that designs and manufactures a wide range of innovative personal tech products. With a team of in-house designers and engineers, it has grown to be the leading source for tech products in the promotional products industry. For several years, PowerStick has been honored as one of the best companies to work for in the promotional products industry by leading industry magazines. The company also partners with the international organization, One Tree Planted, to plant a tree for every order placed.

Role and Responsibilities

1. Maintain company's social media pages on Facebook, LinkedIn, Twitter and Instagram.
2. Publish provided content on pre-determined schedule.
3. Monitor hashtags and activity.
4. Track and report analytics.
5. Suggest ways to optimize and grow our social media presence, including increasing engagement levels and number of followers.
6. Contribute to the ongoing development and implementation of our social media strategy.

Qualifications

The successful candidate must have social media management expertise in Facebook, LinkedIn, Twitter and Instagram, ideally with a corporate brand or B2B client. Experience with TikTok and knowledge of SEO are plusses.

Compensation

This is a part-time, contract position compensated on an hourly basis. The number of hours is estimated at 2-3 per week. Must be equipped to work remotely.