



Marketing and Social Media Specialist

WBCP, Inc. - Oregon
Salary commensurate with experience

WBCP seeks a Marketing and Social Media Specialist to work from our office in Gold Hill, Oregon. This is a full-time position that offers a collaborative, team-based, and supportive work environment. We are looking for a jack of all trades in the realm of marketing and social media. One day you might be creating WBCP's social media posts and the next you could be posting our recruitment advertising campaigns. Other core duties of this role include, but certainly are not limited to, networking with candidates, sourcing new clients, engaging with our social media audience, reviewing resumes, and brainstorming new marketing strategies. The Marketing and Social Media Specialist will report to the Director of Marketing & Communications and assist the entire WBCP as needed. We work with an all-hands-on-deck mentality, meaning you will get the opportunity to work on a variety of projects and tasks. Every day at WBCP looks different, and we need a Marketing Specialist who can roll with the punches and thrive in a fast-paced work environment. The ideal candidate for this position is creative, accountable, and eager to build the WBCP brand. If you have a background in social media marketing, like to write and value communications, can juggle multiple projects at once, and want the opportunity to work for a growing company, apply today!

The Company

WBCP is an Executive Recruiting and Human Resources consultancy firm that has been in business and operating since 2004, supporting public sector and nonprofit clients in Oregon, California, Arizona, Colorado, Idaho, and Washington and expanding to other states. Recruiting is the core of our business and involves working with clients, applicants, and a good deal of project-management work. In addition to the recruiting side of our business, WBCP conducts special projects for our clients concentrating in human resources, organizational development, class and compensation studies, leadership development, and project work. These projects vary in subject matter and size and could last anywhere from a few weeks to a few months.



The Job

WBCP has built a brand where our clients know they can trust and expect us to handle each phase of a recruitment with expertise and professionalism. The Marketing and Social Media Specialist will showcase our brand through various forms of marketing, both traditional and digital. While the day-to-day work on this role will vary, typical job duties include creating social media posts, engaging with our social media audience, posting ads to job boards, building marketing deliverables, brainstorming brand initiatives, special projects, writing compelling content for brochures, and overall, supporting the Executive Leadership Team. The range of your work will also vary to recruitment support, such as reviewing resumes, contacting and sourcing candidates, and attending client meetings. This job will require you to become well-versed in the world of recruiting for public sector, nonprofit, and private sector clients.



The Ideal Candidate

The ideal candidate has a pulse on up-and-coming social media trends. They have experience managing Facebook, LinkedIn, Instagram, and Twitter accounts. Along with being knowledgeable about the technical aspects of social media (posting ads, tracking engagement, utilizing new tools), they have the creative prowess to create visually pleasing and engaging social media deliverables (posts, blogs, stories, videos, etc.). They are eager to use the best practices in marketing and social media, while also doing the research to expand their knowledge. They will be a diligent professional, who is open to feedback and room for growth. This role requires exemplary communication skills and a desire to take initiative, requiring candidates to balance independent and collaborative work.

Desired Skills:

- Ability to juggle multiple competing priorities.
- Comfortable and adept at using computers and applications (MS Word/Outlook/Excel/etc.).
- Experience using the Adobe Suite, Canva, and social media scheduling tools (Hootsuite, Later, etc.).
- Able to work independently and be a critical thinker, e.g., able to identify what needs to be done without being asked.
- Highly ethical and trustworthy.
- Resourceful.
- Detail-oriented.
- Possess the willingness and ability to learn and grow.
- Professional demeanor and exceptional customer-service attitude.
- Ability to edit and proof documents accurately.
- Strong copywriting and content writing skills.



Employment Standards

- High school diploma or equivalent, however, an associate's or bachelor's degree is highly desirable.
- One to three years of social media marketing experience.
- Good driving record and a valid Oregon Driver's License
- Public sector experience is not required but is highly desirable.

Salary & Benefits

Salary will include base, plus attractive bonus, and a benefits package to include:

- Medical and dental benefits available (employer pays up to 75%).
- IRA available with company match up to 2%.
- Company-provided cell phone.
- In-office kitchen with company-provided coffee and snacks.
- Dog-friendly work environment.
- Company-subsidized on-site childcare.

How to Apply

Apply ASAP, as we will conduct interviews with qualified candidates as they are identified. We hope to have this position secured by August 2022.

- Complete an application and submit your resume and cover letter at: <https://wbcpinc.com/job-board/>
- Questions: Contact our office at lexie@wbcpinc.com

