

## Social Media & Content Marketing Manager

PaySimple, voted one of the best places to work in Denver, is staffing up to support explosive growth in 2012! We are looking for a superstar Social Media & Content Marketing Manager to become an integral member of our Marketing team.

### Job Description:

Are you a fantastic writer with social media expertise and a journalistic passion to boot? If so, then we might have the perfect role for you! We are hiring a full-time Social Media & Content Marketing Manager to join our marketing team. As the Social Media & Content Marketing Manager you will develop and implement content marketing tactics and campaigns, which will focus on creating active social communities, influencing online conversations, developing compelling content that drives engagement, listening to and responding to community feedback, building relationships with influential parties and analyzing and reporting on optimization efforts.

We are looking for someone experienced with the major social networks (Facebook, Twitter, LinkedIn, YouTube), and engagement-driving content production including blogging and videos. You'll be a social butterfly amongst the small business, technology, and payments community, contributing valuable, creative content and making connections with relevant and influential bloggers, authors, entrepreneurs, and technology enthusiasts.

We will offer you a blue-sky opportunity to build a world-class content and social footprint that will express our brand of loving small businesses, engage visitors with insightful and thought-provoking content and help us turn fans, followers and readers into leads and customers.

Our ideal candidate is highly-organized, a self-starter, and an excellent verbal and written communicator. Must have a passion for being an expert in the topic at hand, whether it be a new small business trend or electronic payment innovation, and a desire to stay ahead of the curve in social media platforms, trends, and evolutions.

### Responsibilities include:

- Day-to-day management of social media accounts
- Planning and management of content calendar, including blog topics, author scheduling, and multimedia creation
- Plan, implement, manage, coordinate and execute social media programs & initiatives
- Monitor social media sites and coordinate response with internal resources
- Write, post and promote content that encourages customer participation & community engagement
- Build relationships with key influencers in the small business communities. This includes initiating, facilitating and helping to influence conversation online among a broad range of audiences.
- Develop and build relationships with key online influencers (e.g. widely followed Bloggers, users with a large number of 're-tweets' on Twitter) to support social media goals. This includes managing relationships with second and third tier social media users.
- Analyze external marketplace, industry trends and public customer & competitor conversations
- Identify, interpret, monitor and capitalize on social media trends as well as provide new social media strategy recommendations
- Create and manage the content calendar including blogs, videos, eBooks, whitepapers, surveys, polls, infographics and webinars
- Understand our brand, products and customers to ensure copy meets the marketing strategy and reflects the brand
- Facilitate and lead cross-functional and cross-department groups in order to develop and optimize content that meets deadlines
- Leverage social media and website platforms to launch crowd-sourced content campaigns and contests



- Partner with cross-functional resources to ensure consistency and help them shape their messages
- Develop and maintain accurate and current tracking systems. Analyze, report, and develop recommendations for optimizing strategies and tactics.

#### Requirements:

- Bachelor's degree, preferably in marketing, communications, journalism or a related field, or equivalent experience required
- Demonstrated understanding of existing and emerging social media platforms, tools for optimization and industry trends
- In-depth understanding of how to grow fan base across multiple channels and activate that fan base via more than just promotions
- A desire to be the first to do things and the creativity to conceive of what that means
- A passion to be an expert in the industry or topic at hand
- Experience creating a variety of content including blog posts, videos, eBooks, webinars, whitepapers, infographics, surveys and polls
- Comfortable working with a team in a fast paced environment, and ability to prioritize/meet deadlines within specific time constraints
- Strong English, editorial, and creative writing skills
- Excellent research, proofreading, and editing skills
- Excellent networker with ability to collaborate, motivate, and influence others
- Must be able to roll up your sleeves—this is a hands-on position as well as a strategic one

#### Bonus Points For:

- Experience managing blogs and social media campaigns targeting small business owners
- Working knowledge of HTML
- Familiarity with SEO best practices , keyword discovery and utilization, content and page development, metatags, page titles, URLs, linking strategy, content and offers, landing pages and site indexing for SEO to drive and increase relevant traffic to online destinations and increase online conversion and brand awareness

The PaySimple Solution is a cloud-based receivables management software that enables small businesses to bill, collect, and manage their customers' payments under one user-friendly system. PaySimple headquarters is located in the heart of LoDo. We are building an extraordinary company and looking for talented, energetic and motivated individuals to join our unique environment.

If you are looking for a company that is truly different from beige cubicles and typical office politics, come join a company that rewards authenticity and supports energy with a passion.

Visit our website at [www.paysimple.com](http://www.paysimple.com) and click on [Career Opportunities](#). Read about our vision, our energy, and the PaySimple PATHS to extraordinary returns. If this truly speaks to you, click Apply Now to fill out our fun application and send us your resume and cover letter. If possible, please provide a written sample of blog post or a professional Social Media Post with corresponding public comments. Please attach this to your resume with well-crafted cover letter (remember, this is a writing position on a marketing team!). We look forward to hearing from you!