

SOCIAL MEDIA SPECIALIST

1609 Marketing — Ellisville, MO (Hybrid)

Part-Time | \$18-22 per hour, based on experience

ABOUT THE ROLE

At 1609, our clients work side by side with the people doing the work. They know our team by name, we know their business, and that relationship is the reason they stay with us. Social media is where a lot of that relationship shows up publicly — and we're looking for someone to own it.

As our Social Media Specialist, you'll plan, create, and publish social content for a handful of clients across very different industries. You'll build the calendar, design the creative, write the copy, hit publish, and then show the client what it did. It's the whole loop, and it's yours.

We're looking for someone who can switch voices — a law firm and a med spa shouldn't sound anything alike — and who cares whether the work actually performs, not just whether it posted on time.

WHAT YOU'LL DO

Plan the content

- Build monthly content calendars that ladder up to what each client is actually trying to accomplish
- Bring ideas to the table — campaigns, series, trends worth jumping on
- Keep a steady, consistent presence so clients don't go quiet

Make the creative

- Design statics, carousels, reels, and stories that look like they belong to the brand, not to a template
- Keep every client's look and voice consistent across every post
- Write post copy that sounds like the client and gives people a reason to stop scrolling
- Source and edit photo and video assets, including content clients send over

Publish and report

- Schedule and publish across social platforms using our scheduling tool and Meta Business Suite
- Stay on top of comments and messages, and loop in the account team when something needs a real response
- Report monthly on what performed, what didn't, and what you'd do differently
- Keep up with what's changing on each platform, and bring us the ideas worth trying
- This role will shift. Some things will grow, some will come and go depending on what's on our plate. We're looking for someone who's good with that.

ROOM TO GROW

Want to flex your creative muscles too? There's room for that here. We work closely across every part of the business — strategy, paid media, SEO, design, content — so if you want to sit in on a strategy session, take a pass at a campaign concept, or learn a new channel, you get the chance. We'd rather grow someone than box them in.

TOOLS YOU'LL USE

Adobe Design Suite, Canva, Asana, Microsoft Office, Slack

WHAT WE'RE LOOKING FOR

Required

- You're a strong communicator, in writing and out loud — clients trust you, and the team always knows where things stand
- You can design social creative that looks good and looks on brand — statics, carousels, reels, and stories
- You're a strong writer who can switch voices depending on the client
- You know your way around Facebook, Instagram, and LinkedIn as a business, not just as a user
- You're genuinely organized: calendars stay full, deadlines hold, and nothing posts late
- You can work hybrid out of our Ellisville office

Desired

- 1-2 years social media management experience, it's a plus if you've managed more than one brand at a time
- Comfort with Canva, Adobe, or a similar design tool
- You care about the work — our clients are small and mid-sized businesses where marketing moves the needle, and we want someone who finds that satisfying

THE DETAILS

- Schedule: part-time
- Pay: \$18-\$22 per hour, based on experience
- Location: hybrid, with regular time in our Ellisville office
- Growth: your role can grow as the agency does

HOW TO APPLY

Send us your resume through the form on our website: <https://1609marketing.com/join-us/>