



**COLDWELL BANKER
LEGACY**

Social Media & Marketing Assistant – Facilitated Internship

Job description

Coldwell Banker Legacy, New Mexico's #1 real estate company since 1998, is seeking a social media and marketing assistant to join our team. This individual will be a pivotal part of the creative services we provide to both our management team and our real estate brokers. The primary duty in this role will be to act as the social media coordinator for Coldwell Banker Legacy.

Responsibilities may include but are not limited to:

- Creating and/or customizing digital marketing assets and social media copy
- Assisting in large-scale digital marketing projects
- Spearheading social media campaigns
- Uploading and managing social media content on various platforms, including Facebook, Instagram, LinkedIn, YouTube, etc.
- Aid in retrieval, organization, and distribution of social media and website analytics
- Assisting in the creation of social media copy and website assets
- Provide support for creating marketing assets for individual real estate agents within the company, for the management team, and for individual offices
- Work with other members of the IT and marketing departments to train agents on different marketing and technology platforms

Skills sought:

- Social Media Management
- Fluency in Facebook/Instagram/LinkedIn

Experience in or skills with the following a plus:

- Graphic Design
- Print and Digital Marketing
- Email Campaigns
- Front-end Web Development (HTML and CSS)
- Video Editing Experience

To apply, please submit your resume and cover letter to Anderson's Employer Outreach Manager - Kelsey Molo (molok@unm.edu). Resumes will be collected and submitted to the Coldwell Banker Legacy hiring team for review. Please be prepared to show examples of your prior work or portfolio.