

Job Title: Social Media & Website Designer

Reports to: Crystal Moore

Rate of Pay: \$13.00/ hr

Time Parameter:

- 29 hours per week required to work in the office Tuesday through Saturday (at this time, subject to change)
- Work from home schedule available
- Based on performance within a year there is a possibility of extension to fulltime



Benefits: Paid Time Off package, ReStore discounts, and Holiday Pay

POSITION SUMMARY: Is responsible for creating and administering content on all social media platforms, such as Facebook, Instagram, and Twitter, to build an audience and ensure customer engagement. A web designer is responsible for creating the design and layout of a website or web pages. It can mean working on a brand-new website or updating an already existing site.

Areas of Responsibilities

A. Social Media

- Develop, implement and manage our social media strategy
- Define most important social media KPIs
- Managing, creating, publishing, overseeing, original, high quality content on social platforms
- Measure the success of every social media campaign
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Communicate with industry professionals and influencers via social media to create a strong network
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments, identify key players and coordinate actions
- Oversee and administrate social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions

- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews

B. Website Designer

- Designing engaging and responsive landing pages
- Creating a suitable color scheme or incorporating the Habitat for Humanity color scheme into the design
- Coding the site's navigation
- Ensuring website function and stability across devices i.e. desktop, mobile, tablet
- Working with marketing teams to incorporate brand elements and relevant market research findings into website
- Designing buttons and other controls for the site
- Fixing any functionality issues, including the removal of "dead links"
- Updating and maintaining the site
- Making backup files of the site

Required Skills and Experience

- Bachelor's Degree or 3 years or more of direct experience in social media and web designing
- Imagination, Creativity
- Patience and Good visual design sense
- Attention to detail
- Good Analytical, communication and technical skills
- Experience with design software
- Must be comfortable passing a Background Check and a Drug Test
- Ability to work independently and take initiative

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