

## SOCIAL MEDIA & MARKETING SPECIALIST

TechR2 is seeking a creative and motivated Part-Time Social Media and Marketing Specialist to join our growing team. In this role, you will be responsible for developing and executing marketing initiatives that elevate our brand presence and engage our audience. Working closely with leadership, you will manage content creation, social media campaigns, and digital marketing strategies that align with our mission as a technology solutions provider.

### Key Responsibilities

- Social Media Management – Manage TechR2’s presence on LinkedIn, Twitter/X, Facebook, Instagram, and other platforms; create and share engaging content; monitor engagement and community interactions.
- Content Creation & Branding – Develop marketing materials (emails, blogs, case studies, newsletters, etc.) that align with brand voice and compliance standards.
- Marketing Campaigns – Collaborate with leadership/sales to design campaigns, manage digital ads, and support lead generation and brand awareness.
- Analytics & Reporting – Track performance metrics, report on KPIs, and provide insights to improve strategies.
- Events & Partnerships – Assist with planning/promoting events and maintaining strong partner/client communications.

### Qualifications

- Bachelor’s degree in Marketing, Communications, or related field (or equivalent work experience).
- 2–4 years of experience in social media management, marketing, or digital communications.
- Strong writing, editing, and storytelling skills.
- Proficiency with tools such as Canva, Adobe Creative Suite, HubSpot/Marketo (or other marketing automation platforms), and social media scheduling software.
- Must have experience with SEO/SEM and Google Analytics.
- Creative thinker with strong organizational and project management skills.
- Knowledge of IT, cybersecurity, or data security industry a plus.

### Why Join TechR2?

At TechR2, you’ll be part of a team dedicated to innovation, client success, and continuous growth. We value creativity, collaboration, and empowering our people to make a real impact. As a Part-Time Social Media & Marketing Specialist, you’ll play a key role in managing our digital presence, creating engaging content, and supporting campaigns that drive brand awareness and lead generation. With flexibility in your schedule, your work will strengthen our voice in the market, build meaningful connections with clients and partners, and directly contribute to TechR2’s growth.