

// Social Media Specialist

Job Description

The Social Media Specialist manages WealthVest's overall presence on LinkedIn, Facebook, Google+, Instagram and Twitter Accounts. The Social Media Specialist is responsible for search engine results and ranking for WealthVest and other key terms. They will create and implement WealthVest's strategy in Google Adwords, Facebook Ad targeting, LinkedIn Ad targeting and Bing Ads campaigns. The Social Media Specialist is expected to become an expert user of Gainfully. Gainfully is the first open social media platform for financial advisors. The Social Media Specialist will build content for WealthVest's Gainfully channel. They will train WealthVest's sales professionals on social media best practices, and how to use Gainfully with financial advisors to help them grow their business. The Social Media Specialist will drive the utilization of Gainfully with WealthVest's customers and prospects.

- / Design and implement comprehensive marketing campaigns utilizing a variety of social media platforms and strategies
- / Support sales professionals with advanced social media training
- / Collaborate with WealthVest's Compliance to ensure WealthVest's posts and staff are appropriately using social media
- / Manage WealthVest's brand on social media channels
- / Adapt to different company objectives throughout the week

Compensation and Benefits

- / Competitive Salary
- / Health insurance, dental insurance, and vision insurance benefits
- / Matching 401(k)
- / Quickly growing start-up with the opportunity to grow with the firm
- / Over 30 days of paid time off in the first year
- / Casual dress code
- / Beautifully located at the base of the Bridger Mountain Range



// Desired Skills & Experience

- / 3 - 5 years of professional experience driving SEO and Social Media Campaigns
- / Bachelor's Degree or equivalent required
- / Excellent written and verbal skills
- / Committed to flawless execution
- / Ability to integrate across teams and departments
- / Strong attention to detail
- / Proficient in Microsoft PowerPoint, Excel and Word
- / Demonstrated critical thinking and problem-solving skills
- / Strong interpersonal and teamwork abilities
- / Basic understanding of financial markets, financial services, and retirement planning is beneficial
- / Experience in applying content development to brand-building initiatives is beneficial

// About WealthVest

WealthVest, based in Bozeman, is an advanced B2B financial services distribution firm that specializes in high-quality fixed and fixed index annuities. Over 10,000 baby boomers are retiring daily, and to prepare for retirement, Americans have purchased \$14 trillion in mutual funds and annuities to ensure their golden years. WealthVest designs, markets and distributes these essential building blocks of retirement savings for financial professionals throughout the Nation.

Send your resume and cover letter to Andrew Keizer at akeizer@wealthvest.com or give him a ring at **406-219-0347**

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