

**Center for Ageless Living**  
**Senior Living Systems, Inc., Spa N Cuisine, Inc., Personal Living Systems, LLC**  
**P.O. Box 7207, Albuquerque NM 87194**  
**505-865-8813**



**Job Title:** Social Media Specialist

**Responsibilities:** Effectively create, organize and manage the social/digital marketing strategies for the Center for Ageless Living Campus which includes: Green House Bistro & Bakery and Garden Gate Day Spa & Salon.

**Duties:**

1. Social Media – maintain multiple social media sites to ensure effective advertising of events, specials, campaigns
  - a. Continual updates to all systems and evaluation of effectiveness of each medium
  - b. Research and development of advanced social media strategies
2. Advertising materials – create flyers, brochures, videos, cards, menus, promotional materials, etc. to create a comprehensive marketing approach
3. Manage social media marketing campaigns and day-to-day activities including: Develop relevant content topics to reach the company's target customers. Create, curate, and manage all published content (images, video and written, company newsletter,)
4. Web site development – update calendars, site specific information, work with Boomtime on web site enhancement, create appropriate web site content as needed
5. Newsletter and email campaigns – utilization of Constant Contact systems to complement the overall marketing strategies
6. Maintain and Organize all technical aspects of the marketing systems
7. Participate in advance learning associated with social and advertising media
8. Work effectively with consultants, professionals and team members on planning and execution of marketing plans
9. Integrate the marketing and media systems to ensure a comprehensive approach to advertising the elements of the Center for Ageless Living

**Experience:** Excellent writing and communication skills, understanding of marketing and advertising systems, computer skills in video production, web site development, social media, Photoshop, illustrator, creative, energetic, ability to work with others,

**Contact:** Lynn Rivera, Strategic Planner/Communications Specialist

[lynn@nmagelessliving.com](mailto:lynn@nmagelessliving.com)

**Job Type:** Full Time (Flex part-time consideration for Student)

**Compensation:** Based upon experience