



## POSITION OVERVIEW: SOCIAL MEDIA & MARKETING MANAGER

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Land Over Labels is a wealth-building firm for Black Millennials.

The Money Club is an exclusive extension of Land Over Labels which offers a premier exclusive experience for all.

We are raising the bar to expose our students to greater learning, resources, networking, and money-building opportunities.

**Are you inspired by curating content that you can share with the world?  
Can you create clever copy at the drop of a hat? Passionate about building a community for audiences?**

**Our team is searching for you! A Social Media & Marketing Manager to use the art of design & marketing to bring our mission to life via various networking channels!**

### WHAT DO WE VALUE?

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Our team has developed a tight-knit structure just like a family. No matter what level of expertise the main focus is to elevate our minds together & build a legacy.

Here at Land Over Labels|theMoneyClub, we strive to serve our clients & students with these values at the forefront:

**INTEGRITY  
LOYALTY  
POSITIVITY X UPLIFTING VIBES  
RESPECT  
AUTHENTICITY**

## OUR STUDENTS, CLIENTS, & AUDIENCE

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Affectionately known as our Land Over Labels Fam, in a nutshell, are straight-up bosses! They are eager to learn, consistently hungry for knowledge, & can always find a way to get to the bag!

Our goal is to continuously grow with their sense of urgency to always provide the wealth-building tools they desire.

## POSITION RESPONSIBILITIES

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- Manage all social media efforts on behalf of Land Over Labels & theMoneyClub
- Plan, monitor, strengthen, and maintain a presence on channels across Facebook, Instagram, LinkedIn, and YouTube through the management of posting, scheduling, and engagement
- Proactively lead social media content planning, including content creation, asset development, and copy/messaging
- Manage and refine the tone of voice, brand identity/consistency, and uphold the standards of Land Over Labels Style and Visual Identity
- Review and analyze data across platforms; use performance metrics to formulate strategies that build awareness and increase engagement
- Develop and manage social video strategy in partnership with digital and production teams
- Use graphic programs to create content centered around and not limited to Real Estate, Investing, Pop Culture, Current Events, & Land Over Labels Classes.
- Serve as the social media expert staying on top of platform changes, best practices, and new trends

## RESPONSIBILITIES & QUALIFICATIONS

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- High School Diploma, Bachelors & or Masters Degree (Recommended, not mandatory)
- 3+ years of digital/social media marketing or communications experience
- Familiarity with social media marketing best practices and platforms, including analytics (e.g., Facebook/IG, Twitter, Snapchat, LinkedIn, YouTube, TikTok)
- Excellent written and verbal communication skills, with superior attention to detail
- Strong organizational skills, with the ability to prioritize projects and manage multiple deadlines in a fast-paced environment
- Adept at executing projects on time and within a given budget
- Ability to think creatively and tap into consumer mindsets to deliver value for audiences
- Skilled relationship-builder and collaborator, with extraordinary customer service skills
- Must be a self-starter, organized, able to digest regular feedback/coaching, have reliable transportation, & live in the Atlanta Area.

## BENEFITS

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- Monthly Retainer Based Pay
- Discounts on Land Over Labels Retreats & Merchandise
- Access to gain Real Estate & Investment Coaching from our Education Platform & In-House Teachings
- Variety of career and resume building experiences
- Ability to scale with a rapidly elevating organization, with tons of opportunity for growth
- Opportunity to play a role in the uplifting of our community & sharing the power of ownership