



Job Title: Mortgage / Real Estate Social Media Manager (SMM)

Reporting to: Client and BBVA Account Manager

As a Mortgage / Real Estate Social Media Manager at BBVA, you will manage and elevate the social media presence of our real estate clients, focusing on creating engaging content and optimizing strategies for lead generation in the mortgage and real estate industry. You will be responsible for developing, implementing, and monitoring marketing campaigns across various social media platforms to increase brand awareness and drive engagement.

Expectations:

- Oversee and manage social media channels for mortgage and real estate clients.
- Develop and execute a content strategy tailored to the industry.
- Utilize social media platforms effectively to generate leads and drive traffic to landing pages.
- Track and analyze metrics to optimize performance and engagement.

Duties and Responsibilities:

- Create, curate, and manage content for all social media platforms (Facebook, Instagram, LinkedIn, Twitter, etc.).
- Develop and implement social media campaigns and paid ads that align with business goals.
- Monitor, respond, and engage with followers to build an active community.
- Design and publish visually appealing posts that capture the essence of the mortgage and real estate business.
- Track key metrics such as lead generation, conversions, and engagement rates.
- Stay updated on trends, tools, and changes in social media algorithms to maximize effectiveness.
- Collaborate with the marketing team to ensure consistent messaging across all platforms.
- Manage relationships with influencers and partners to help amplify the client's reach.
- Create monthly performance reports, analyzing engagement and ROI, and adjusting strategies accordingly.

☎ 215-346-6211

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📍 Pennsylvania, USA



BEYOND BUSINESS

VIRTUAL ASSISTANTS

Deliverables:

- Daily and weekly social media content calendars.
- Engaging content tailored to the mortgage and real estate audience.
- Increased engagement, lead generation, and traffic from social platforms.
- Monthly analytics and reports that highlight social media success.

Communications/Interactions with BBVA and the Client:

- VA Manager (VA Admin Lead) – daily
- VA Team – weekly for collaboration on content and strategy
- Marketing and Sales Team – weekly for updates on campaigns and results
- Clients – weekly or as needed to update on social media performance and strategies

Knowledge/Skills:

- Proven experience managing social media platforms, particularly in the real estate or mortgage sector.
- Proficient in social media tools such as Hootsuite, Buffer, or Sprout Social.
- Strong knowledge of digital marketing, paid ads, SEO, SEM, and content marketing strategies.
- Creative mindset with strong design skills or experience using design tools (Canva, Adobe Photoshop, etc.).
- Excellent writing and communication skills.
- Ability to manage multiple campaigns and clients while meeting deadlines.
- Strong analytical skills with the ability to track, measure, and report social media performance.

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