



## Career Center | Recruitment

**Job Title:** *Social Media Specialist and Photographer*

**Employment Type:** *Full-time, In-Person*

**Pay:** *\$38,000-\$42,000 Annually*

**Schedule:** *Mon-Fri 8am-5pm*

**Report to:** *Vice President*

### About Us

At PJ Morgan Real Estate, we believe in more than just real estate—we believe in making a lasting impact. Our guiding philosophy shapes every interaction, our mission drives us to deliver exceptional service, and our vision keeps us focused on the future. Together, these principles define who we are, how we serve, and why we're committed to being With You For Life—every step of the way.

### Guiding Philosophy

*With You for Life  
All Things Real Estate*

### Mission Statement

We empower people to achieve their real estate goals by delivering exceptional service, expert guidance, and personal experiences that build lasting value within our community.

### Vision Statement

To leave a lasting mark on the community by providing meaningful real estate experiences.

**Core Values** - what motivates and guides us in how we work with one another, customers & clients, and our community:

- Welcome and Lead Change
- Be Optimistic In The Hard Times and Humble In The Best
- Stay True To Ourselves
- Think Like a Business, Act Like a Family
- Cultivate Lifelong Relationships
- Enrich The Community We Love and Live In

Do you share similar values? Send us your application and resume today! Keep reading for the details.

### What We Have For You:

As a rapidly growing, full-service real estate firm, we offer services in commercial property management, residential property management, association management, commercial sales &

leasing, residential home sales, and business sales. Your exposure to All Things Real Estate will give you the tools to expand your knowledge and your career. We are looking for someone with an outgoing personality, a welcoming attitude, and strong communication skills! PJ Morgan Real Estate leads by example and models behaviors that are consistent with our company values, and the ideal candidate would do the same.

### The Scope of Work

- Plan, develop, and implement strategies for organic social media campaigns in collaboration with the marketing team, maintaining a content calendar aligned with business goals
- Write and publish engaging long- and short-form social media content across multiple platforms to attract and retain audiences
- Monitor social media trends and algorithm updates to adjust strategies for optimal performance
- Conduct digital audits and competitive analysis to evaluate performance and identify growth opportunities
- Track and help optimize paid social media campaigns, when applicable
- Present monthly and quarterly social and competitive reports; analyze insights and identify performance drivers
- Maintain visual brand consistency across all platforms in style, tone, and messaging
- Serve as the lead visual content creator—capturing, editing, and producing high-quality photography and video, including drone footage, to support marketing, branding, and storytelling initiatives
- Required to attend and provide photography coverage at all company events. Participation and content capture at these events is a core requirement of the role
- Assist with photographing departmental gatherings, team meetings, and employee engagement activities
- Collaborate with agents and staff to gather and share visual content from property listings, open houses, and client success stories
- Contribute to email marketing efforts with visual content and coordinated messaging
- Partner with leadership and marketing teams to ensure projects are delivered on time, on budget, and in alignment with strategy
- Support and cross-train with the marketing team on assigned projects and additional tasks as needed to meet team goals

### The Ideal Candidate

- Bachelor's Degree in Communications, Journalism, Public Relations, or a related field preferred
- Familiarity with social media tools for publishing, monitoring and social listening
- Must have excellent interpersonal skills, a positive attitude and a customer service spirit
- Ability to maintain confidentiality, sensitivity and professionalism
- Above average written and oral communication, organizational and multi-tasking skills
- 1-3 years' experience working in social media
- 1-3 years' experience taking architectural, portrait and product photographs
- Proficient problem solving and analytical skills
- Self-disciplined and motivated to achieve
- You make continuous learning a priority
- You show up every day ready to be the best version of you and contribute to the team!
- Familiarity with Microsoft 365