

NEOSCAPE

The Position: Digital Marketing Specialist
Who You Report To: Digital Marketing Manager
Job Type: Full-Time

Date: April 2026
FLSA: Exempt
Location: Boston/Remote

The Position:

Neoscape, Inc. is a pioneer in the world of visual storytelling, and we are looking for a Social Media Specialist with an inventive spirit who can grow, inspire, and be inspired by our team and clients in a highly collaborative environment. This position will be responsible for developing and executing social media strategies across a range of platforms for multiple clients, with a strong focus on engagement, growth, and creative content execution.

The ideal candidate is a digital native and has some experience in delivering results for social media clients and is always looking for new ways to elevate social strategy. You're a go-getter who collaborates and communicates well across teams to deliver truly integrated marketing experiences. This is a full-time position that will ideally be based out of our Boston studio on a hybrid basis (though other locations may be considered for a standout candidate).

A Typical Day Includes:

- Plan and execute daily content across platforms, including Instagram, LinkedIn, Facebook, X (formerly Twitter), and Pinterest
- Develop and maintain editorial calendars in alignment with client goals, brand voice, and campaign timelines
- Create compelling, on-brand copy for social posts, stories, and paid ads
- Collaborate with designers to develop creative assets (static, video, carousel, etc.)
- Manage client social media profiles (schedule posts, manage interactions, grow audiences, etc.)
- Monitor performance metrics and report on key KPIs: engagement, follower growth, reach, and conversions
- Track and respond to audience interactions, DMs, and comments when appropriate
- Stay on top of social trends and platform updates; propose new formats or ideas for engagement
- Work closely with digital marketing specialists (SEO, paid media, email) to align messaging across channels
- Support new business efforts by contributing to audits, strategy decks, or creative examples
- Assist in the ideation and execution of social campaigns for Neoscape's agency brand channels
- Ensure all content follows best practices for each platform and reflects both Neoscape's and the clients' brand guidelines

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- Meet monthly with designer to go through insights and best practices

Your Skills:

- 2+ years of experience managing multiple social media accounts in a professional or agency setting (agency experience preferred)
- Strong writing and editing skills — you can craft copy that's concise, creative, and on-brand
- Experience with design tools (Canva, Instagram tools, etc) required
- Understanding of social platform analytics tools (Meta, LinkedIn, Later, etc.)
- Basic knowledge of paid social campaign execution and reporting preferred, not required
- Experience working with designers to develop content preferred
- Comfort juggling multiple accounts and timelines — you thrive in a fast-paced environment
- Entrepreneurial drive — you're proactive, resourceful, and always thinking ahead
- Familiarity with project management tools (Asana preferred)
- Experience in architecture, design, or real estate a plus

We Offer:

- A competitive compensation and benefits package including 401K
- Comprehensive health, dental and vision insurance
- Partial transit reimbursement
- Flexible time off policy
- 65+ unique personalities with a broad range of creative talents across three studios
- **Salary:** The general salary for this position is \$50,000–60,000/year.

To Apply:

Think you're a digital marketing rock star who has what it takes to join the ranks of our talented crew? Send us your résumé to get started.

Salary is commensurate with experience. Must be eligible to work in the US.

External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.