

Job Title: Social Media & Events Manager

Location: Denver, CO

Company: TrustJet, LLC

Compensation/Rate: Salary Range: \$50,000-\$65,000/yr (Based on Experience)

Benefits:

(Potential timing and launch of benefits TBD.)

- 401(k)
- Health Insurance
- Dental & Vision Insurance
- Health Savings Account & Flexible Spending Account (HSA & FSA)
- Life & Disability Insurance
- Flexible Paid Time Off

About Us: TrustJet, LLC ("TrustJet") is a next-generation aviation technology platform built to modernize private air travel through real-time data, predictive intelligence, and uncompromising operational reliability. TrustJet's aviation app-based tech suite is designed and engineered specifically for operators, charter brokers, aircraft owners, and partners who require (and demand) speed, accuracy, and trusted data. We offer a real-time software and safety-vetting platform that delivers brokers and operators faster decisions, better insights, and seamless passenger experiences.

Job Summary: Reporting directly to the Chief Marketing Officer ("CMO"), the ideal candidate will be a proactive, creative, engaging individual with strong social media strategy experience (with analytical and metric measuring abilities), strong communication skills, impeccable organizational abilities, and have a passion for social media campaigns, creative strategy in the tech start-up space, event coordination, and project management.

Key Responsibilities:

Social Media Management:

- Create, develop and implement social media strategies to enhance brand visibility, engagement, and lead generation.
- Create compelling content for all relevant social media channels (including, but not limited to, Facebook, Instagram, Twitter (X), LinkedIn, TikTok) that align with TrustJet's brand voice and objectives.
- Schedule and publish posts daily, monitor social media channels for comments and messages, and engage with the audience in a timely manner.

- Analyze social media metrics to track performance, identify trends, and optimize content strategies for maximum impact.

Event Planning & Coordination:

- Plan, coordinate, and execute a variety of marketing events such as aviation conferences, product launches, promotional campaigns, trade shows, and community outreach activities.
- Manage all aspects of event logistics, including venue logistics, vendor coordination, budget management, marketing collateral (swag), attendee registration, and post-event follow-up.
- Work closely with cross-functional teams to ensure seamless execution of events, including coordinating with sales, the marketing department, and external partners.
- Evaluate event success through post-event analysis, gathering feedback, and measuring key performance indicators (KPIs).

Project Management & Email Marketing:

- Take ownership of marketing projects, social media, and email marketing campaigns from initiation to completion, ensuring timely delivery and adherence to project objectives, timelines, and budgets.
- Collaborate with internal teams and external vendors to define project requirements, allocate resources, and establish project milestones and deliverables.
- Use and/or implement project management tools and software to organize tasks, track progress, and communicate updates to all parties.
- Proactively identify and mitigate project risks, solve problems, and overcome obstacles to achieve project success.

Content Creation & Collaboration:

- Assist in creating engaging marketing content, including blog posts, email newsletters, promotional materials, and multimedia assets.
- Collaborate with the CMO and other team members to produce high-quality content that resonates with TrustJet's target audience.
- Ensure consistency in brand messaging and visual identity across all marketing channels and materials.

Analytics & Reporting:

- With the help of the CMO and the Sales department, assist in monitoring and analyzing company performance, social media metrics, and event attendance to measure effectiveness and ROIs.

- Help prepare regular reports and presentations summarizing key insights, trends, and recommendations for continuous improvement.
- Use data-driven insights to help inform future marketing strategies, campaigns, and initiatives.

Qualifications & Experience:

- Bachelor's degree in Marketing, Communications, Event Management, Graphic Design, or related field(s).
- 1+ years of experience using specific Ai tools for efficient marketing, content and creation (Chat GPT, etc.)
- 5+ years of experience in marketing, digital communications, social media management, event planning, and/or project management.
- Proficiency in relevant CRM, social media platforms, email marketing, and management tools (e.g., HubSpot, Mailchimp, Facebook Business Manager, Instagram Insights, LinkedIn Sales Navigator, Monday.com, Google, Microsoft, etc.)
- 5+ years of experience working with online graphic design tools and social media scheduling platform(s) (e.g., Sprout Social, Adobe CS, Canva, Figma, etc.)
- Strong organizational and project management skills with the ability to manage multiple projects simultaneously.
- Excellent communication skills, both written and verbal, with a keen attention to messaging and detail.
- Analytical mindset with the ability to interpret data, drive insights, and make data-driven decisions.
- Creative thinker with the ability to generate innovative ideas and solutions.
- Proactive, self-motivated team player who thrives in a fast-paced environment and is not afraid to take the lead or initiate a proactive approach.
- Possess a proven track record in building brand awareness and engagement in competitive markets.
- 1+ years of experience in the private aviation industry preferred but not required.