

Branding & Marketing Specialist

Watch Our Team Introduction



<https://cdn.pipio.ai/gn/s/202b/4eb5/d9db/af8c/7616287eafaababee4c58fd53e4b...>

Click to watch a personal intro from our team before you apply.

About Priority Groups

Thank you for your interest in the Branding and Marketing Specialist position at Priority Groups. We're a multi-brand healthcare and staffing organization with active marketing needs across home care, nursing, disability services, and international staffing. As a B&M; Specialist, you'll be creating and scheduling content for LinkedIn, Facebook, Instagram, and Google My Business — building campaigns that attract both clients and candidates. You'll work with our content calendar, use tools like Canva and Circleboom, and collaborate with the AI team that supports our marketing pipeline. This is a role for someone who is genuinely creative, self-directed, and excited about growing a brand presence in a mission-driven organization. You don't need to be a designer with years of agency experience — you need strong communication instincts, consistency, and the ability to create content that connects with real people. Apply today and share a few examples of content you're proud of. ---

[Website](#)

[LinkedIn](#)

[Facebook](#)

[Instagram](#)

The Role: Branding & Marketing Specialist

Create and manage social media content, marketing campaigns, and brand assets across Priority Groups' four business entities.

What You'll Be Doing

- Create and schedule social content across LinkedIn, Facebook, Instagram, and GBP
- Design graphics and visuals using Canva and other tools
- Manage the content calendar and post queue in Marketing Hub
- Write copy for job ads, posts, blogs, and landing pages
- Monitor engagement and respond to comments and messages
- Coordinate with B&M; team lead on weekly priorities

What We're Looking For

- Experience in social media management or content creation
- Proficiency with Canva (or similar design tools)
- Strong writing skills
- Understanding of LinkedIn, Facebook, and Instagram best practices
- Organized and able to maintain a consistent posting schedule

What We Offer

- ✓ Remote-friendly
- ✓ Creative freedom across 4 brands
- ✓ AI-supported tools and workflows
- ✓ Competitive compensation

Ready to Apply?

Send your résumé to **automation@prioritygroups.org** or apply online at **prioritygroups.org/ats/**

Our recruitment team will be in touch within 1–2 business days.