

## Digital Marketing, Social Media, and Web Design Specialist – Job Description

**Position Title:** Digital Marketing, Social Media, and Web Design Specialist

**Reports To:** Chief Strategy Officer

**Employment Type:** Full-time/ Exempt

**Compensation Range:** \$90,000 base

### Job Summary

Foundation Specialty Finance is seeking a versatile Digital Marketing, Social Media, and Web Design Specialist with strong creative and technical expertise in graphic design, video production, podcast editing, content strategy, and campaign optimization.

This role combines hands-on creative execution with data-driven digital strategy to expand brand reach, enhance engagement, and optimize marketing performance across platforms.

### Key Responsibilities

- Digital Strategy & Campaigns:
  - Develop and execute comprehensive digital marketing campaigns aligned with company objectives.
  - Build and manage targeted email marketing campaigns (HubSpot or similar), including segmentation, automation, and performance tracking.
  - Assist with strategic marketing initiatives to identify, reach, and convert target audience.
  - Analyze campaign data, identify trends, and provide actionable recommendations for optimization.
- Content Creation and Social Media
  - Create high-quality written, visual, and multimedia content for social, web, and digital channels.
  - Design and publish branded materials, infographics, and motion graphics for LinkedIn, Instagram, and other platforms.
  - Write and schedule engaging posts that support brand awareness, product visibility, and investor engagement.
  - Maintain a consistent brand tone, voice, and visual identity across all content.
- Video and Podcast Production
  - Record, edit, and produce video content for marketing campaigns, presentations, and company updates.
  - Manage podcast production, including recording, editing, and post-production (audio balancing, intros/outros, publishing).
  - Create short-form video content optimized for social media and digital advertising.
  - Collaborate with leadership on creative direction, storyboarding, and messaging consistency.
- Web Design and Optimization
  - Maintain and update the company's website for content accuracy.
  - Design landing pages optimized for lead generation, event registration, and marketing conversations.
  - Ensure brand alignment and cohesive messaging across all digital touchpoints.
- Graphic Design and Branding
  - Design marketing assets, investor decks, presentations and promotional material.
  - Use Canva and Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro or Audition) to produce professional grade creative assets.
  - Support ongoing refinement of visual identity and brand storytelling.

**Experience and Skills Required:**

- 5+ Years in digital marketing, creative design, or multimedia production.
- Strong proficiency in graphic design, video editing, and digital content production.
- Demonstrated Success with email marketing campaigns, audience targeting, and lead generation.
- Skilled in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, Audition) and Canva.
- Familiarity with HubSpot, Google Analytics, and social ad platforms (Meta, LinkedIn, Google Ads).
- Experience in podcast editing and digital storytelling.
- Strong copywriting skills and ability to adapt tone for multiple audiences.
- Analytical mindset with ability to translate metrics into actionable insights.

**Technology and Tools**

- CRM: HubSpot or similar for campaign automation reporting.
- Creative Tools: Adobe Creative Suite, Canva, Descript (preferred for podcast editing).
- Project Management: Asana or Monday.com.
- Analytics: Google Analytics, Tag Managers, Meta Business Suite.
- AI Tools: Chat GPT and other AI driven creative and optimization platforms.

**Qualifications**

- Bachelor's degree in Marketing, Digital Media, Communications, or a related field (preferred).
- 3+ years of experience in digital marketing, social media, and web design.
- Proven experience managing digital channels and creative production end-to-end.
- Strong sense of brand, visual identity, and attention to detail.
- Highly organized, collaborative, and capable of balancing multiple priorities in a fast-paced environment.
- Passion for emerging marketing trends, automation, and AI-powered tools.

**What We Offer**

- Competitive base salary plus commission and performance-based incentives.
- Comprehensive health, dental, and vision benefits.
- 401(k) Retirement plan.
- Professional development and career advancement opportunities.
- Collaborative, entrepreneurial culture where individuals are empowered to own their success.

**FOUNDATION is an Equal Opportunity Employer and welcomes applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, or age. We look forward to hearing from you!**

**Working at Foundation**

Foundation Specialty Finance offers a performance-driven environment designed for experienced professionals who value precision, accountability, and results. With lending, asset management, capital markets, and technology under one roof, team members gain meaningful exposure to the full real estate credit cycle.

We maintain a culture of transparency and execution. Our structure empowers individuals to take ownership of their roles while engaging in strategic, cross-functional work. We value deep expertise, sound judgment, and the ability to adapt in a fast-paced, data-informed environment.

As we continue to expand, Foundation provides the tools, support, and flexibility for long-term professional growth. We're building a team aligned with our mission—driven, capable, and committed to delivering measurable outcomes.

**About Foundation Specialty Finance**

Foundation Specialty Finance is a tech-enabled specialty finance company transforming how real estate capital is deployed, managed, and resolved. Based in Seal Beach, California, we bring together decades of industry experience to deliver fully integrated Special Servicing, Loan Origination, and a Digital Marketplace—powered by our proprietary platform, ACHIEVE™.

We serve financial institutions across the country, including private lenders, regional banks, and private equity firms. Our loan programs and acquisition strategies span non-owner-occupied residential properties, small-balance commercial real estate, and CRE loans originated by third parties. ACHIEVE™ offers real-time access to pricing, asset data, and loan-level decisioning across the full investment lifecycle.

At the helm is Ron McMahan, CEO and Founder. With over 25 years in capital markets, distressed asset management, and fund oversight, Ron has raised more than \$6 billion in debt and equity and overseen the acquisition and resolution of over 20,000 assets. He previously led American Mortgage Investment Partners (AMIP), where many of the strategies now embedded in ACHIEVE™ were first developed. His leadership is grounded in disciplined growth, operational excellence, and investor performance.

Foundation continues to scale through technology, talent, and a sharp focus on market opportunities, positioning the firm as a trusted partner to institutions across the real estate finance landscape.