



Associate Social Media Marketing Specialist – Job Posting

This position is preferred on-site at our Cranford New Jersey office (emote hybrid position, occasional needs for being onsite at our corporate office in Cranford, New Jersey, Monday – Friday, typically 9am to 5pm a possibility). We are looking for a creative, data-driven individual with experience in **real estate, mortgage lending, or private lending** to drive brand engagement, generate leads, and build community across our digital platforms. This role is ideal for someone who can work with direction but independently enough to build our social media presence with relevant engaging content. We do it differently. We believe strongly in making products simple and processes with reliable funding times. Your challenge will be to work with our branding, sales, and marketing team to grow recognition, follower base and leads through engaging content.

Qualifications

- 2+ years of experience in social media marketing, preferably in real estate, mortgage, private lending, or financial services
- Strong portfolio of content (graphics, video, copy) demonstrating performance and creativity.
- Proficient in Canva, Buffer/Later/Hootsuite, Meta Business Suite, and/or LinkedIn Ads Manager
- Strong understanding of lending terminology, investor personas, and real estate trends
- Excellent written communication and organizational skills
- Bonus: experience with email marketing platforms (e.g., Mailchimp, ActiveCampaign) and basic video editing
- Self-starter with a pulse on social media trends
- Comfortable in a fast-paced, entrepreneurial environment
- High attention to detail, especially when working in regulated industries.

Responsibilities

- Develop and execute social media strategies across LinkedIn, Instagram, Facebook, and YouTube
- Create and schedule high-quality, branded content (posts, reels, stories, graphics, short-form videos)
- Collaborate with loan officers, underwriters, and sales teams to highlight success stories, testimonials, and loan closings.
- Grow follower base with a focus on real estate investors, brokers, and referral partners.
- Manage paid ad campaigns on Meta and LinkedIn (optional based on experience)
- Track and report on engagement, follower growth, and lead generation KPIs.
- Ensure all content is industry-compliant (especially regarding lending guidelines and disclosures)

What We Offer

Unitas Funding LLC
25 Commerce Drive, Suite 330, Cranford, NJ 07016
<https://www.unitasfunding.com>

- A competitive base salary, depending on experience with bonus opportunity annually.
- Excellent benefits: Medical, Dental and Vision Insurance and 401k, employer, funding components.
- Career Development: We prioritize the growth and success of our team members. You will benefit from continuous learning opportunities, dedicated mentorship, and the chance to refine your skills and advance your career.

Why Unitas?

At Unitas Funding we are relentlessly challenging normalcy in a competitive market. We have a strong belief in making products simple to understand and process with reliable funding times. We understand what real estate investors need and leverage our deep knowledge of institutional capital. We are in a large growth mode and looking for those wanting continuous learning, mentorship, who have a competitive spirit and wish to be a part of a career-changing company.

About Unitas Funding LLC

Unitas is a direct lender serving real estate investors nationwide. We offer short term financing to investors acquiring 1-4 family homes, multi family, ground up construction and development, aimed at adding value or retaining property, in a rental portfolio.

Benefits include healthcare coverage, disability/life insurance benefits and a 401k plan. We offer a competitive salary with potential for annual bonuses. <https://www.unitasfunding.com>

Unitas Funding is an equal opportunity employer and makes employment decisions without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability, age, or any other protected status.

Unitas Funding does not accept resumes or referrals from placement agencies, staffing vendors or other external parties seeking recruitment fees.