Digital Marketing Associate

Our company is looking for digital marketing associate to join our team.

The Marketing Associate will develop and implement strategic initiatives to promote the mission and programming of the 8393 Creative and current clients. The Digital Marketing Associate will be responsible for creating and executing the company's digital marketing strategy to drive awareness, traffic, engagement and conversion. You should have a strong grasp of current marketing tools and strategies and be able to lead integrated marketing campaigns from concept to execution. The Digital Marketing Associate will work with supporting teams (such as developers, designers and copywriters), and vendors to launch campaigns on time and on budget.

Responsibilities

- Conducting market research to identify customer preferences and potential market opportunities
- Developing strategies to increase sales and brand awareness through digital channels such as search engines, social media, and online advertising
- Developing and managing marketing campaigns that align with company goals and objectives
- Creating content for blogs, social media, and other digital platforms to engage target audiences
- Building relationships with clients by explaining their options, answering questions, and providing support throughout the process
- Monitoring industry trends and competition to identify opportunities for new products or services
- Coordinating with creative team, programmers, and other team members to develop new digital tools and features
- Analyzing data to determine marketing effectiveness and make adjustments as needed

Experience Required

- Minimum of a associate’s degree in marketing, advertising or a related field.
- Strong understanding of the digital media landscape, including various social media platforms

- Computer skills including MS Office, Adobe Creative Suite, CRM (Hubspot a plus) and social media management applications
- Strong written communication skills
- Available to work 10-25 hours/week
- Strong attention to detail
- A passion for fun and creative collaboration

Benefits

- Small team in an entrepreneurial environment (be heard and have an impact).
- Scheduling flexibility and remote working.
- Company sponsored learning opportunities (e.g. resources, conferences, etc.).
- Casual attire, team lunches, group outings.

Candidate must have extensive proficiency in marketing and be able to adapt to the organization's marketing style.

How to Apply Please send your portfolio/link to portfolio and resume to contact@8393creative.com. Please put Social Media Manager in the subject line.

Base Pay- $14-$18 per hour pending experience