

Digital Marketing Specialist Job Description

We are looking for a digital marketing specialist to support us with a variety of internal and client marketing projects. We are looking for a marketing all-star who is ready for their next challenge as part of a high growth marketing agency.

What you'll be doing:

- **Content Development:** Research and write blog posts and articles. Assist in conceptualizing and creating marketing collateral for our clients (e.g. social media, advertisements, copywriting, and blogs). Prepare client-facing presentations.
- **Business Research:** Conduct market research, including reviewing publications, news, benchmarking competitors, etc.
- **Marketing Campaign Support:** assist with email, ads, and more!
- **Data Analysis:** Gather and analyze quantitative and qualitative data from marketing campaigns to make thoughtful recommendations
- **Business Development:** Support the 681 Marketing Studio team in administrative tasks and business development efforts.
- Comfortable with **basic graphic design**

Skills that will give you an edge:

- Previous Marketing/Communications/Graphic Design experience and/or coursework
- Possess a sharp eye for design, content creation, and copy editing
- Analytical and resourceful
- Organized, reliable and detail-oriented
- Experience using the G-Suite product suite
- **Bonus skills:** great social media knowledge, PR experience, high comfort with excel, photoshop, illustrator, slack, etc

Hours: We are looking for both full-time and part-time team members. For part-time team members: 20-80 hours per month on an agreed-upon schedule.

Salary: Starting at \$40,000, commensurate with experience and skills

Location: This position is 100% remote.

How to apply: Send a resume and cover letter to jobs@681marketing.com

681 Marketing Studio is a business strategy and marketing consulting firm that combines the art of branding and communication with the science of technology and analytics. We specialize in PE/VC-backed and Impact organizations focused on developing marketing content and experiences.