



Marketing Strategist

Position Title: Marketing Strategist

Reports Directly To: Chief Strategist

Reports Indirectly To: Client Success Officer

Location: Rockland, ME

FLSA Status: Hourly

Summary:

The Marketing Strategist role is to act as or extend each client's digital marketing department. Developing creative, relevant marketing content for our clients to create brand awareness, engagement, and growth is key to success in this position. Marketing strategy will target client specific goals and be integrated throughout social media, email, blogging, and other online platforms.

The Marketing Strategist takes pride in staying on top of marketing trends with small-medium sized businesses in social media and is constantly seeking to outperform expectations and raise the bar for success.

Responsibilities:

- Developing creative for display ads, social media branding, infographics, sell sheets, website graphics and other projects.
- Developing a strong brand presentation by designing creative and generating ideas that will help achieve client goals and nurture customers.
- Plans concept by studying all necessary information and materials.
- Illustrates concepts by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtains approval of concept by submitting rough layout for approval.
- Maintains technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.
- Working with fellow team members and clients to develop creative that is true to the target demographic and brand identity while staying focused on clients goals, including building market share and increasing revenue.
- Conducting himself/herself in a professional manner at all times.
- Other duties may be assigned by the Chief Strategist or Senior Project Manager at any time.

Marketing Strategist

Qualifications and Skills:

- Thorough understanding of grassroots marketing, audience targeting & brand identity
- Excels in Time Management
- Energetic and driven individual hungry for knowledge and excited to learn and share findings
- Quick learner, action oriented, & solution oriented
- Able to multi-task and perform projects under deadlines
- Self-motivated and able to make decisions independently, yet be a team player
- Experience developing engaging and creative content for online marketing
- Strong experience in social media, search engine marketing, and email marketing
- Strong interpersonal and communication skills, maturity and good judgment

Education and/or Experience:

Working knowledge of major social media channels is required.

Advanced knowledge of Facebook, Twitter, Pinterest, LinkedIn, blogging and email marketing preferred.

BA/BS degree in an appropriate discipline preferred.

Supervisory Responsibilities:

N/A

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.