



MARKETING CONSULTANTS

Job Description: Digital Marketing Specialist (full-time)

The Job in a Nutshell: Every day is a different and new set of tasks! You'll work on external marketing projects for a variety of clients. You'll produce marketing assets and manage how those get distributed. You'll work with a team of marketing professionals and learn new things all the time. This job is fully remote and not strict to the 9-5 Monday through Friday schedule (AKA work when you want, just get the work done!).

The Company in a Nutshell: Arnold Marketing Consultants is a marketing consulting and service company. We only work with B2C companies, and we mainly focus on digital marketing.

Arnold Marketing makes agency-quality marketing accessible to small/medium businesses through a variety of channels. We work with clients from healthcare services to high-end accessories to tech companies. We love and respect our clients and expect them to treat us the same, too. As for the team, there are a couple of core team members and a constellation of awesome freelancers brought in as-needed per client and project.

We pride ourselves on our humane, respectful, and fun company culture. No work hard, play hard here - we're all people with real lives and interests outside of work.

Here's our site: <http://arnoldmarketing.com>

Core Duties:

- Writing: Create email drafts, social media content, blog posts/articles and ad copy
- Email Sends: Upload emails into systems like MailChimp,
- SEO and Content: Upload blog posts into WordPress or other CMS systems
- Digital Ads: Manage paid social media ads and potentially Google ads
- Research: Produce analysis for company and clients, e.g., trends and patterns for research; Create questionnaires, distribute, and report on findings

- Create and maintain digital properties including presentations, workshop collateral, downloadables, etc.
- Reporting and analytics for clients - using Google Analytics or Shopify analytics to pull numbers and put them into a presentation.

Additional Responsibilities and Opportunities:

- Setting up FB / Google ad campaigns (bonus! We are also willing to teach you or have you take a course)
- Graphic design (nice to have but not required)

Skills, Experience and Education:

- Strong analytical and creative skills – your left brain and right brain love to work together!
- Excellent digital communication skills.
- Proficient in general business software such as Microsoft Office and GSuite.
- Familiarity with online content management systems (e.g. Wordpress), standardly used social media platforms, and email software (e.g. Mailchimp) and a willingness to learn any new ones.
- Experience writing for a professional outlet is a plus, willingness to learn is a must. I have 10,000 hours of experience in copywriting and I can help you hone your skills. Please send current writing samples with your resume.

Requirements:

- Familiar with marketing industry terms and standards (i.e. you know what a brief is, impressions and click-through rates, you know when an image is “high res”, etc.)
- Undergraduate degree in marketing, communications, or a related field is preferred.
- Non-traditional education and experience can be substituted (self-taught is okay, use your application and portfolio to demonstrate proficiencies and skills).
- 1 – 4 years in a professional marketing or account management position is preferred but not required.

Compensation & Benefits:

- Salary: \$45,000 per year
- Health insurance: 50% of your premium is paid for; this only applies to the employee, and not their significant other or dependents. Approved significant others include anyone the employee wishes to carry on the insurance policy, with no restrictions on relationship status.
- Tons of time off: 14 days vacation time per calendar year to use at their discretion; 9-10 company holidays per year; the agency is closed the last 2 weeks of the year
- Bereavement leave and maternity/paternity leave

Fine Print & Important Details:

- 100% Remote Work (U.S. candidates only)
- Equal Opportunity Employer, Inclusive work environment
- W2 Position
- You must provide their own standard business equipment and software (the company will provide logins for other required programs such as ClickUp and Slack). We will reimburse 15% of the cost of any new equipment purchased.

To apply, please submit this application form:

[Digital Marketing Specialist \(full-time\) - Arnold Marketing Consultants](#)