



MARKETING CONSULTANTS

Job Description:

Digital Marketing Manager (FT) - Arnold Marketing Consultants

The Job in a Nutshell: You'll own external marketing projects with clients. You'll produce marketing strategy and manage implementation for clients directly. Ultimately, you'll make sure we have the tools and content we need to communicate the right messages to the right people and grow our clients' businesses. **This job is full-time.**

The Company in a Nutshell:

Our vision: to give small/medium businesses agency-quality marketing at a price point they can afford. Our mission: to give clients real strategy - not just tactics.

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. As for the team, there are three full-time employees, and a constellation of awesome freelancers brought in as-needed per client and project.

Core Values:

It's A Relationship, Not a Transaction. Our clients trust us with the biggest, most important thing in their life- their business. It's their livelihood and how they feed their family. If they're fearful, difficult, or micromanage-y, it's because this stuff really matters! Above all, we keep in mind that our clients are people and we should always treat them with respect.

Beyond Checking Boxes. When you have a million things happening, it's easy to let quality slip. But quality is KEY. We don't just deliver work just to get it done - we consider why it matters, how it affects our clients and their customers, and make sure it's the right thing to do.

We'd rather not do something at all than do something that isn't the right move. Do what's right, no what's easy.

1% Better Every Day. We're always improving and looking for ways to get better. No matter your role, you can help any area of the business by giving ideas for improvement.

Think British Bake-off, not Survivor. We're all in this together. By collaborating and helping each other, we get so much further than we would alone. Asking for help is not a weakness, it's a strength! If you're confused, lost, or just want a second opinion, raising your hand means you're relying on our amazing team to help - and that's a good thing!

Make It Work. Our clients don't have unlimited budgets, so it's up to us to figure out how to give them great quality work without breaking their bank! No matter the challenge, there's always a solution and way to make it work. They're looking to us to be the experts - we give them our professional recommendation, just like it was our own company. Have an opinion and voice it!

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

Core Duties:

- Improve client channel performance by 7% within the first 2 months of work (all channels we are responsible for).
- Ensure all projects come in at or under the scope quoted to the client, by optimizing staffing and work process.
- Deliver strategy documents that combine high-level, long-term thinking with can-do-today tactics, that gives our clients clear direction and clear next steps.
- Performance mindset: Focus on analytics monthly and quarterly to watch for patterns and areas for optimization. At least every two quarters, suggest a new tactic or campaign for the client.
- Client happiness: Ensure all your assigned clients are 30 or above on their NPS.
- Utilize a combination of digital marketing tactics to achieve our clients' stated goals and ensure we are measuring our performance against those goals
- Work with the Owner and our Project Manager on client marketing efforts
- Coordinate with a team of other freelancers to customize the right resources for each project
- Create strategy documents like Brand Guidebooks, Review & Recommendations, and 12-Month Marketing Action Plans
- Own the implementation of the outlined client strategy from start to finish and ensure it gets done; while also looking out for new opportunities for the client

- Create email drafts, social media content, blog posts and ad copy if another freelancer is not available
- Run drip campaigns and build email marketing funnels
- Identify opportunities in the marketing pipeline as well as resources needed to meet them
- Think about how to make our clients businesses' grow - new ideas are always welcome!

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.
- Bonus: Familiarity with buying and managing social media ads
- Familiarity with online content management systems (e.g. Wordpress) and standardly used social media platforms
- Experience writing for a professional outlet is a plus, willingness to learn is a must.
- 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).
- 4 – 7 years in a professional marketing position is preferred.

Compensation: Salary range of \$60,000 - \$70,000 annually.

Benefits:

- **Technology:** 15% reimbursement of the purchase price on newly-purchased computer equipment (laptop, desktop, monitor, accessories) used to conduct company business.
- **Bereavement Leave Policy** Up to 10 days of bereavement leave. These do not need to be taken consecutively, nor does the employee have to take all of the days.
 - Covers the passing of immediate & extended family, significant others, close friends, pregnancy loss like a miscarriage or stillbirth (mother or father)
 - If needed, an additional 15 days of unpaid time is available
- **Paid Time Off**
 - 14 days vacation time per calendar year to use at their discretion. Eligible at the start of employment and renews on the year anniversary.
 - Paid company holidays that fall on major federal holidays
 - Paid sick days, no set number of sick days unless there is an excessive number that doesn't quite meet FMLA standards.
- **Maternity Leave**

- 6 weeks of paid leave
 - 100% of salary is paid for the first 4 weeks of leave
 - If your tenure is between 6 months and 2 years, you will receive 50% of your salary for the next 2 weeks of leave
- **Health Insurance**
 - Offered to all employees who are either: full-time W2, or work 30 hours or more each week for at least 8 consecutive weeks.
 - Arnold Marketing Consultants will pay 50% of the eligible employee's premium. This only applies to the employee, and not their spouse or dependents.

Structure: Time is flexible (but communication is key!) Work will be full-time. All employees must provide their own standard business equipment and software (the company will offer logins for required programs such as ClickUp and Slack).

Fine Print & Important Details:

- 100% Remote Work (U.S. candidates only)
- Equal Opportunity Employer, Inclusive work environment
- W2 Position

To apply, please follow the below link to submit your application form:

https://docs.google.com/forms/d/e/1FAIpQLSdfr5ki_jQXY0O60J7q7mbFLJkbnH5AQsRCFXI2DKE0VHYEqA/viewform?usp=sf_link