



MARKETING CONSULTANTS

Job Description:

Digital Marketing Manager - 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 part-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 no full-time employees (yet), but rather a constellation of awesome freelancers brought in as-needed per client and project.

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: Range of \$45 to \$55 per hour

Structure: All work is contract. Time is flexible (but communication is key!) You'll be responsible for time tracking and invoicing me. Work will be part-time. All contractors 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
- Contract Position (1099s filed annually)

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

[Digital Marketing Strategist Application](#)