



Job Description: Marketing Specialist (full-time)

The Job in a Nutshell: Every day is different and brings a fresh 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.

The Company in a Nutshell: We are on a mission to build the marketing agency that other agencies emulate. That means our work process is smooth, fun, and easy; our work output is excellent and enviable; and that our company culture is unparalleled.

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 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>

Our Core Values:

1. 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. Above all, we keep in mind that our clients are people and we should always treat them with respect.

However, this goes both ways - they have to treat us with respect, too.

2. 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, not what's easy.

3. 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.

4. 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!

5. 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!

Core Duties:

- Deliver marketing work 95% on or before the due date.
- Create content that has an impact - measured by increasing engagement, open rates, click rates.
- Contribute to client strategy with ideas and angles designed to propel their business forward.
- Conduct research on client industries and markets that surfaces actionable, useful insights that drive strategy.
- Utilize reporting & analytics to measure the efficacy of our marketing work and find actionable trends in the data.
- Support the Marketing Manager through meeting notes and tasks in our project management tool - the work should feel seamless and not like there are things slipping through the cracks or dropped balls.
- Writing: Create email drafts, social media content, blog posts/articles, and ad copy.
- Email Sends: Upload emails into systems like MailChimp or Klaviyo.
- SEO and Content: Upload blog posts into WordPress or other CMS systems and ensure SEO best practices are met.
- Digital Ads: Manage paid social media ads and potentially Google ads; have knowledge of best practices to know what is getting a ROI.
- Research: Produce analysis for company and clients, e.g., trends and patterns for research; create questionnaires, distribute, and report on findings.

- Analyze and review clients current marketing processes in order to create concrete recommendations for them to improve.
- 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.
- Project Management: Ensuring meeting notes get captured into our project management tool and that your work and others' is moving along smoothly.
- BONUS: Creating TikTok content and understanding TikTok best practices.

Additional Responsibilities and Opportunities - Bonus Points:

- Setting up FB / Google ad campaigns
- Basic video creation
- Basic graphic design using tools such as Canva

Skills, Experience and Education:

- Strong analytical and creative skills – your left brain and right brain love to work together!
- Excellent digital communication skills and an understanding of what marketing channels and messaging works for companies based on their industry and market.
- 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.
- Have an eye and ear for what converts.
- Ability to collaborate and communicate with co-workers.
 - See our Core Value of Think British Bake Off, Not Survivor
- Taking direction from a Marketing Strategist and being open to having your work edited and revised - it's all in the service of Getting 1% Better Every Day.
- Ability to write long-form copy like articles or guides.
- Proficient in general business software such as Microsoft Office and GSuite.

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.



Compensation & Benefits:

- Salary: \$55,000 - \$60,000 per year, based on experience
- 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:

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