



## MARKETING MANAGER

*Beginning May 2024*

**Position Overview:** We are seeking a highly motivated and experienced Marketing Manager to join our team. The Marketing Manager will play a crucial role in leading strategy and creating content across multiple digital platforms. This position reports directly to Eloise Stewart, the owner, and collaborates closely with the team to execute marketing efforts effectively.

### **What We Will Lean On You For:**

You will be responsible for brainstorming, creating, and implementing digital marketing content for the .eloise. design co brand and the beingwell brand.

1. Develop and execute comprehensive digital marketing campaigns to promote our workshops, retreats, services, and online education programs.
2. Create engaging and compelling content for various digital channels, including social media (Instagram, Facebook, LinkedIn, Pinterest), blog, podcast, and email marketing.
3. Manage and maintain the company's social media accounts (Instagram, Facebook, LinkedIn, Pinterest), including content scheduling, community engagement, and performance tracking.
4. Assist in developing and implementing email marketing campaigns, including newsletter creation, segmentation, and A/B testing.

5. Produce written and visual content for blog posts, videos, and podcasts that align with the brand's voice.
6. Collaborate with the design team to develop visually appealing graphics and multimedia content for marketing materials.
7. Monitor and analyze key performance indicators (KPIs) to measure the effectiveness of marketing campaigns and optimize strategies for improved results.
8. Stay updated on industry trends and best practices in digital marketing and online education to ensure the company remains competitive and innovative.
9. Lead brainstorming sessions and marketing meetings to continuously improve marketing strategies and tactics.
10. Attend workshops, retreats, and speaking engagements with Eloise Stewart to capture content and share on social media.

### **Strengths & Skills Necessary for the Position:**

- Strong aesthetic eye and dedication to keeping all content on-brand visually.
- Enjoys and excels in writing content that matches the brands' voice and message through captions, emails, podcast descriptions, and ad copy.
- Proven to be creative with content creation across multiple platforms.
- Proven ability to manage multiple projects/responsibilities through organization, time management, and self-direction.
- A resourceful work ethic and ability to research to find solutions.
- Ability to work remotely and willingness to work flexible hours based on social media and event needs.

### **Reputation and Personal Brand:**

Brand and reputation are big to us! Hopefully, your personal brand is known for the following:

- Known for going over and beyond the task and appreciating quality work
- Known for taking initiative
- Known for serving others and having patience with others
- Known for taking responsibility for tasks, faults, and victories
- Known for wanting to learn and read to improve self and others
- Known for confident humility
- Known for being punctual and reliable
- Known for being self-motivated and self-disciplined
- Known for communicating professionally and being able to adapt to the target audience
- Known for being creative with a strong aesthetic eye
- Known to use social media daily and genuinely enjoy it
- Known for being professional in speech and writing

**Requirements:**

1. Bachelor's degree in Marketing, Communications, Business, or a related field.
2. At least 2-4 years managing marketing for businesses (beyond internships), ideally online and education-based businesses.
3. Proven experience in digital marketing and advertising for an online business, preferably in the education or e-learning industry.
4. Strong proficiency in content creation and management across various digital platforms, including social media, blogs, podcasts, and email marketing.
5. Excellent written and verbal communication skills, with the ability to craft compelling and engaging content tailored to different target audiences.
6. Proficiency in using marketing tools and platforms.
7. Creative thinking and problem-solving skills, with a keen eye for detail and design.
8. Ability to work effectively and independently and manage multiple projects simultaneously.

9. Strong analytical skills and the ability to interpret data and metrics to drive informed marketing decisions.
10. Experience with SEO best practices and optimizing content for search engines is a plus.
11. A passion for education and a commitment to promoting accessible and impactful learning experiences.

### **Job Environment & Position Specifics:**

We are a remote team based in Auburn/Opelika, AL. You will work from Eloise's home office or from your own office. This role must be located in the Auburn/Opelika area to work directly with Eloise and gather content for marketing. Eloise encourages each team member to grow as a professional and thus is open to flexible hours as long as the work is done on time and well. The key to working in the team is a servant mindset, self-responsibility, and time management. This position is full-time and paid with a salary. Health benefits and retirement are not included at this time (subject to change).

### **How to Apply:**

Eloise Company LLC. is a branding consulting company that focuses on the details (both visually and through words). This means we are very intentional about how we communicate and we appreciate those who put forth effort in all that they do. Please see our LinkedIn page, social media profiles, and website to fully learn about what we do and preach. If you feel your strengths, skills, and passions align with what we do, we would LOVE for you to apply!

- 1-page resume (PDF only)
- Coordinating cover letter page (PDF only) – please share about your marketing experiences and successes you have had building other's brands.
- Coordinating reference page with 2-3 references (PDF only)
- Please include your LinkedIn URL and social media handles somewhere on your materials so we can learn more about you!

**What to expect from the interview process:**

1. Apply by emailing Eloise Stewart at [eloise@eloisedesignco.com](mailto:eloise@eloisedesignco.com) by April 19, 2024.
2. We will review each application and contact applicants who are qualified for a 15-minute phone call with Eloise.
3. If the initial phone call is successful, the applicant will be asked to complete a marketing exercise to assess creativity and quality of implementation.
4. The next phase is an in-person interview with Eloise if the applicant is able to complete the exercise well.
5. If both the applicant and Eloise want to move forward, a shadowing day with Eloise will be scheduled so the applicant can interact with the team in-person or virtually.
6. If the shadowing experience is successful for both sides, a potential job offer will follow.