

Title: Marketing Assistant

Reports to: Digital Marketing & Sales Manager

Department: WBC/Marketing

Classification: TEMPORARY Part-time/Non-exempt

Position Summary:

The Marketing Coordinator will assist the Digital Marketing & Sales Manager with increasing brand awareness and brand loyalty for our growing company via social media and email marketing. This position will also support our growing sales field through sales reporting, incentives and field communication and assist the Digital Marketing & Sales Manager with planning and hosting our national conference. The ideal candidate will be able to thrive in a fast-paced environment, take feedback with a positive attitude, and develop a strong understanding of our brand voice.

Responsibilities:

(These responsibilities must be able to be performed with or without reasonable accommodation)

- Monitor engagement with the brand on Facebook and Instagram and respond appropriately.
- Gather and manage a library of user-generated content (photo, video and text testimonials) to be repurposed on company marketing channels.
- Manage our influencer program, including outreach to new influencers, maintaining the influencer database, sending products and cataloguing content generated.
- Create and publish consumer-facing content for social media and email marketing.
- Create and publish content and resources for sales field via WordPress blog and email marketing.
- Provide monthly reporting to the Willing Beauty HQ Team for our recognition programs.
- Oversee the delivery of monthly sales incentives.
- Assist with the planning and hosting of our national conference in Chandler, June 14-15 and other events that may arise.
- Other duties as needed.

Minimum Requirements:

- High school diploma or equivalent experience + education. Bachelor's degree in marketing, public relations or related field preferred.
- 1-2 years relevant experience in marketing, communications, public relations or similar
- Self-starter with exceptional time management skills
- Able to work in a fast-paced environment and adapt to changing company needs
- Excellent communication skills and attention to detail, highly creative with a passion for marketing
- Very familiar with social media platforms
- Basic understanding of appropriate software (Adobe Acrobat, WordPress and text-based HTML editors)

- Must be proficient in Microsoft Office products.
- Interest in beauty/skincare preferred

While performing the duties of this job the employee must be able to sit continuously to perform essential job functions throughout the entire shift. May require walking primarily on a level surface for periodic periods, throughout the day. Requires interacting with others, interpreting spoken messages, constant keyboarding, sitting, hearing and talking are required. The employee will occasionally stand and walk, and infrequent bending at the waist, twisting of the upper body, kneeling, being mobile on even surfaces, squeezing and crouching are also required. Requires infrequent lifting and carrying of 1-25 pounds.

This position description is not intended to be and should not be construed as an all-inclusive list of responsibilities, skills or working conditions associated with this position. While this description is intended to accurately reflect the position's activities and requirements, management reserves the right to modify, add or remove duties as necessary.

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