



Job Title: Marketing Agency Assistant

Date:

Job Description:

Handle Marketing for the business, including but not limited to branding, social media management, advertising, email and online marketing, scheduling qualified appointments set through various channels, maintaining CRM and marketing campaigns

Job Specific Skills, Traits & Responsibilities:

1. Great communicator with excellent written and verbal skills
2. Able to think strategically and out of the box when necessary
3. Have the capability to communicate effectively to cold and warm leads (calls, texts, emails, campaigns)
4. Tech-savvy, easy to adapt and able to learn CRMs, marketing and communication platforms (such as Kajabi, Hubspot, Infusionsoft, Pardot, Marketo, etc.)
5. Open to additional tasks that affect lead flow and funnel pipeline

Key Activities & Duties:

1. Create, collaborate, maintain and curate marketing materials for various campaigns
2. Guarantee branding and uphold branding standards for any and all materials produced
3. Coordinate with different departments for marketing strategies
4. Send DMs, emails and text messages to platforms (may be templated or customized based on internal project manager) to capture, qualify or schedule leads for an appointment
5. Review marketing materials and generate spreadsheets and reports for effectiveness, measurement of views and engagement
6. Upload, maintain and update marketing campaigns based on company goal progress
7. Upload, manage and update ads and ad copies as necessary to specified platforms
8. General administrative tasks such database, email and calendar management