Content Marketing Template | [Orbit Media Studios](http://orbitmedia.com/)

**Instructions**

This is the marketing job description template. You’ll need to make a copy of this document for your own use. (File > Make a Copy)

## MARKETING ASSOCIATE

Support online and offline marketing and advertising initiatives with the goal of expanding brand awareness within targeted, relevant audiences.

* Execute strategic marketing plans and strategies
* Research and develop successful marketing plans focused on direct sales and promotions
* Monitor, measure and report the effectiveness of marketing initiatives against success metrics such as click through rates,, traffic, conversions and A/B testing results
* Drive consistent, relevant traffic and leads from our social network presence and explore new ways to reach and engage our target buyers
* Craft content for various social channels
* Maintain regular contact and communication with senior event coordinators and client partners
* Work closely with sales and customer service teams

*Qualifications:*

* 1-3 years marketing experience
* Strong organizational and project management skills
* Experience in website CMS, email marketing, CRM and Analytics
* Basic HTML / CSS
* Experience with office applications, specifically spreadsheets (Excel, Google Sheets)
* Knowledge of database marketing, targeting, and segmentation
* BS in Business, Marketing, Science, or a relevant study