



IMPACT

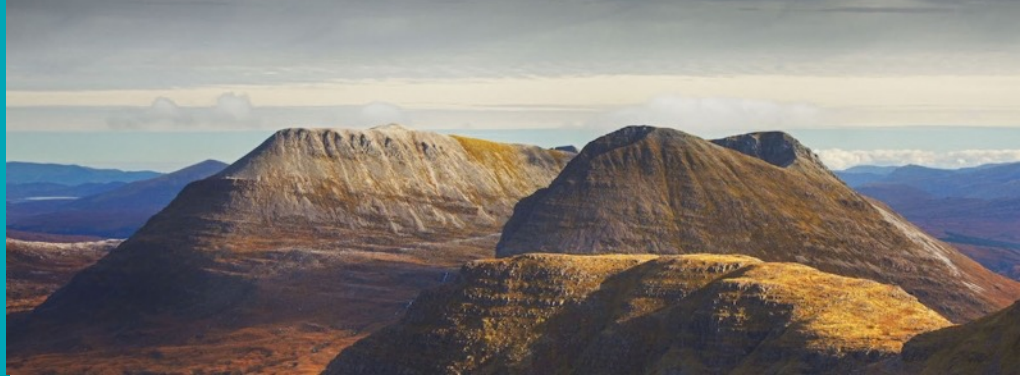
Marketing Specialist

The finer detail...



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Read on for more info...

Job Title: Marketing Specialist

Department: Marketing

Reports to: Marketing Manager

Location: Impact Americas, remote (with some office-based time if location allows)

Role Summary

Impact is offering a fabulous opportunity to work within a busy and dynamic team marketing our global business. The role is wide-ranging with a focus on supporting our marketing initiatives in US region and collaborating with the global marketing team. All of this is in service of helping us increase brand awareness and attracting clients. We are looking for a skilled and experienced individual with bags of enthusiasm and creativity!

Duties and Responsibilities

- Supporting Impact's Marketing Manager in establishing and delivering a marketing strategy
- Coordination of marketing projects: communicating project deliverables, objectives and timelines to the team
- Developing and maintaining content and communications for marketing campaigns, activities and events.
- Partnering with team members on creating great new marketing content for the brand and campaign strategy
- Planning and managing local marketing initiatives by identifying, coordinating and assembling requirements, developing assignments and schedules
- Maintaining an inventory and directory of marketing materials, plus coordinating new material creation
- Discovering effective marketing and promotional channels to reach new audiences

Key requirements:

- At least two years of Marketing experience
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Strong copywriting and proofreading skills
- Solid organizational skills and detail oriented
- Creative mind with superb written and verbal communication skills
- Excellent presentation skills
- Proficiency in full Microsoft Office suite

Work Context

Impact is all about 'Liberating Human Potential', through a human approach, collaboration and relationships.

You will be joining a Marketing team who are enthusiastic, ambitious, creative and fun. Laughter often finds its way into our meetings

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Here's some stuff you should know:

- Salary is \$35,000-55,000 USD, plus profit share and bonus scheme
- 40 hour week with flexible and remote working
- Wellbeing – 25 vacation days, flexible work environment and health care coverage for employees is fully covered, family plans available with contribution. 401K planning available
- Celebrating successes – no matter how great or small
- Caring for each other – we always have each other's backs
- Adventure and fun – where else would you celebrate the biggest mistake of the year with a trophy and an awards ceremony?!

Would you like to join our team?

We'd love to hear from you if you like the sound of us
and you think we'll like the sound of you!

Apply via our website

