



Marketing Associate

At Engaged HR, the Marketing Associate is a foundational team member who contributes to our collective success by taking responsibility for the promotion of our brand, our client work, and our services, including being responsible for the seamless execution of our online events. This position is focused on a high level of output and accountability while offering latitude for creativity, fun, and passion about the work we do.

General Duties and Responsibilities

Marketing (60%)

- Develops, implements, and maintains marketing campaigns and event marketing strategies, including blogs, newsletters, print media, and related social media postings.
- Designs creative and effective visual marketing and copy materials for use in multiple media platforms, including online and print media to support our brand.
- Maintains Engaged HR's graphic assets (visual identity and branding, media assets, etc.).
- Manages all social media campaigns for Engaged HR and monitors social media to maintain a high-level of engagement.
- Leverages social media to promote active recruitments for our clients.
- Grows our web site traffic and email lists, including the design and implementation of autoresponders, list segmentation and email campaigns.
- Mines our databases for marketing opportunities and creates segmented marketing campaigns.
- Manages our marketing calendar, ensuring all marketing materials are aligned with current and upcoming initiatives.
- Works closely with our team to ensure marketing and communication materials are cohesive and contribute to our brand.
- Develops visually appealing and user-friendly MS Office templates and provides support to internal teams.
- Collects, summarizes, and analyzes market information and campaign performance, including tracking and reporting on key metrics and ROI on marketing initiatives.
- Stays current with marketing trends and innovations.
- Identifies and leverages new marketing opportunities.

Online Event Management (30%)

- Promotes, organizes, and supports all online events.
- Manages all event logistics such as registration, ticketing, and payments.
- Ensures technical support is provided during online training and special events.
- Develops and manages event assets such as handouts, PowerPoint files, cards, banners, etc.
- Sources event speakers, sponsors, and volunteers.

- Communicates with external providers/vendors and negotiates payment and services.
- Collects, collates, and reports on post-event feedback.
- Manages Engaged HR's participation at networking events, trade shows, conferences, and other events.
- Identifies new event opportunities.

Speaking Promotion (10%)

- Preparing speaker sheets and media kit materials.
- Responding to RFPs for speaking proposals.
- Actively pursuing keynote speaking opportunities.
- Managing all logistics associated with speaking agreements once booked.
- Reviewing slides and preparing any handouts ahead of speaking events.
- Ensuring all materials needed at events are available with checklist for speaker completion.

Qualifications:

- Relevant education (e.g. business, marketing) and a minimum of 3 years of relevant experience in an office setting, including experience with marketing tasks and event planning.
- You are computer savvy and have intermediate to expert level knowledge with Microsoft Office as well as other online tools such as Zoom, Hubspot, MailChimp, Eventbrite and WordPress.
- You are proficient with one or more image editing applications (e.g. Adobe, Affinity, Canva) and have a good understanding of different media platforms' graphical requirements.
- You describe yourself as being professional, confident, resourceful, and you are exceptionally organized, detail-oriented, self-motivated, and client-focused.
- You have a ton of positive energy and a desire to get things done while also helping others.
- You are highly adaptive and have a love for variety. You consistently look for ways to get more done in less time.
- You can juggle many tasks, take initiative, and still stay on top of everything; in fact, you are always one step ahead.
- You are a critical thinker with strong written and verbal communications skills.
- You're dedicated to doing a great job, and like to laugh, have fun, and to work in partnership with your team!

Reports to: Engaged HR CSO

Working Conditions:

- Primarily remote position with some time spent at the Engaged HR office.