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## **JOB DESCRIPTION:** [Marketing Assistant](#)

### **SUMMARY**

The marketing assistant will handle administrative duties and general marketing assignments to grow Allée as a boutique marketing and creative services firm. Responsibilities will fall within the areas of public relations, social media, administration and research. This is a contract position with the ability to work remotely. Responsibilities are listed below but may not be all-inclusive of the position:

### **RESPONSIBILITIES**

#### **Electronic Communications**

- E-news management and distribution
- Google analytics and social media reports
- Blog and website updates (WordPress knowledge is ideal)

#### **Public Relations and Research**

- Media and PR contact research
- Research and track community responses/needs to Allée and its clients' services and products
- Monitor and make recommendations from set Google alerts
- Key word research

#### **General Marketing and Administration**

- Establish system and handle submission for upcoming speaking opportunities
- Track and send client invoices
- Update client database and contacts
- Research potential clients and leads

### **QUALIFICATIONS**

A degree in marketing, communications, public relations or similar area of study is recommended. A good understanding of social media, content marketing and general customer service is a must. Other necessary skills include:

- Ability to work independently
- Exceptional writing and editing skills (knowledge of AP-Style is a plus)
- Detail-oriented
- Familiarity with Google Analytics, Google AdWords, Facebook Insights and other social media monitoring tools/dashboards
- Skilled use of Microsoft Excel and Microsoft Word
- Must have own computer with basic Microsoft programs and access to Internet

### **WORK ENVIRONMENT**

Allée is set up as a virtual office where employees and interns work remotely. The firm presents a casual, conversational brand image, engaging personally with clients and colleagues. Professionalism is expected at all times. Continuous learning is valued and encouraged. Questions always welcome!

### **HOURS AND COMPENSATION**

This is a part-time, contract position. Estimated hours are between 16 and 30 hours a month. Allée will compensate as a monthly retainer or hourly fee depending on qualifications and contract agreement.

### **HOW TO APPLY**

Please send your cover letter, résumé and fee information to [info@allecreative.com](mailto:info@allecreative.com).

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