



## Digital marketing specialist

This is a hybrid role that supports both agency-side marketing and client projects. In this hybrid role, the digital marketing specialist will focus on community engagement, building the Allee Creative brand, business development and clients' digital marketing needs. This position reports to the CEO.

### Position duties and expectations

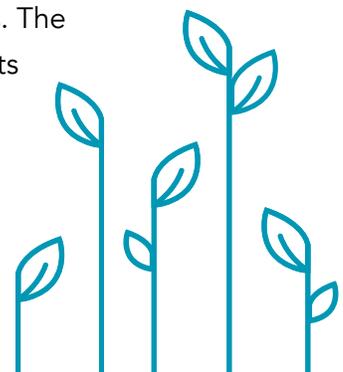
The digital marketing specialist will

- Create monthly content calendars, manage and schedule all social media for the agency; includes real-time/daily community engagement
- Draft email marketing campaigns and newsletters for agency (and select clients)
- Create monthly blog and social media content calendars for select clients
- Ghost write blog content for select clients; serve as a blog author on Allee Creative website
- Work with CEO on business development projects such as client and prospect outreach, workshop/training offerings, etc.
- Develop niche campaigns for target audiences and personas for the agency
- Pull monthly metrics for agency's digital channels and select client accounts

The above outlines the main role and responsibilities of this position. Additional tasks or projects may be assigned as needed to support agency growth and client success.

### Skill requirements

Organization and superior attention to detail is a must. The person in this position must work well independently and have experience in remote work environments. The digital marketing specialist will be required to manage multiple projects



and deadlines at one time. We are looking for candidates with between 2 and 4+ years' experience as a digital marketing coordinator/specialist for a digital team. Agency experience is preferred but not required.

We want to talk to you if you:

- **Are a true doer.** You are not high-level only. You have true experience in rolling up your sleeves and doing the work.
- **Are not afraid to develop ideas** and do not simply wait to be asked for them. You can identify new opportunities in content and business development.
- **Understand the importance of digital metrics** and how to use them for business development—that digital marketing is not simply for the sake of creating content online; how does what we are doing circle back to business goals?
- **Value target audiences and personas**—developing content to match their needs yet stay true to the agency/client's core market.
- **Are a savvy email marketer** with experience in creating email marketing campaigns (added bonus if you have experience with Mailchimp and Constant Contact)
- **Write** engaging, insightful, educational blog content for B2B audiences
- Are a **creative social media content** creator
- **Demonstrates good leadership** and can “own” projects
- Are a **true online community manager** with genuine engagement skills
  - You adore Twitter
  - You understand B2B strategy on Instagram
  - You can identify conversation and engagement opportunities on LinkedIn
  - You are able to learn and implement new channels and strategies when they make sense for key audiences
- **Can back up your work.** What can you show us that demonstrates your amazingness and skills in these areas? Let's see it!

## The nice-to-have skills

While not must-have requirements, the following are bonus skills we'd love to see:

- Familiar with SproutSocial
- Graphic design (i.e.: Adobe Illustrator, Photoshop and InDesign)
- Knowledge of AP-Style Guide and editing skills
- Video editing



- Understanding of Google Analytics and other digital metric-tracking systems

## Benefits

**Remote work environment.** We have moved to a fully virtual office. In-person meetings are handled as needed with most of the workweek done from employees' home office.

**PTO and holiday pay:** Our part-time, salaried employees are eligible for paid time off (PTO) at a pro-rated rate based on start date. Allee Creative also observes 13 paid holidays for all employees.

**Matching 401k.** All employees are eligible for our 401k plan upon 1 year of employment (and 1,000 hours worked). Our plan is a 100% match up to 4% of employees' compensation.

**Variety of work** including agency-side and client-side projects.

**Opportunities for growth** as the company grows. Professional development opportunities, promoting from within and continuous learning are aspects we value in our employees and company.

## Location

While the person in this position will work remote, we are looking for someone within the Twin Cities metro area. At present, 90% of our clients are in Minnesota. There will be times when in-person meetings are needed. Likewise, meetings with the CEO may need to be conducted in person near/around St. Michael, MN.

## Salary

This is a part-time, salary position at 20 hours per week. Salary range is between \$24,000 and \$30,000 depending on experience and qualifications. No agencies or freelancers, please. Currently, we are only considering W-2, part-time staff employees.

## To Apply

Send the following to [info@alleecreative.com](mailto:info@alleecreative.com) with the subject line "digital marketing specialist".

- Cover letter – why should we hire you?
- Resume
- Work samples, specifically related to social media channel management, blog writing and/or digital marketing



campaign creation/management. Show us why we should consider you for the job.

Applications without all the above-required examples/attachments will not be considered.

### About Allee Creative

Allee Creative is a full-service content marketing agency in Minnesota. The agency maintains an international book of clients that range from nonprofits and small business to B2B corporations and companies in the middle market. Learn more at:

<http://www.alleecreative.com>.

