



Marketing Specialist

Job Description

The Marketing Specialist will be responsible for designing, creating, and delivering marketing expertise to support the growth and expansion of our company products and services. We are looking for someone with ideas, strategy, and creative skills to ensure everything gets done. The successful candidate will help the CEO set marketing & sales goals and manage the strategies and initiatives needed to achieve these goals.

The Marketing Specialist will also develop and implement comprehensive marketing campaigns across paid and organic channels, including paid and organic social media, email, podcast, and video. They must be able to work autonomously, find solutions to technology and marketing problems, and have a creative mind. This role is a working manager role, and you will be expected to execute the marketing support needed and lead the liaison efforts for the outsourced marketing pieces. You do not have direct reports in this role.

Who You Are:

- You are well-organized and able to work in ever changing and high-volume environments
- You possess analytical and problem-solving skills for coming up with ideas to increase demand for products and services
- You're a self-starter, are comfortable being independent, and are an excellent communicator, both written and verbal
- You have effective communication skills and an adaptable communication style for directing and interacting with creative teams, team members and contractors
- You are a great team player and know how to maintain positive relationships with team members
- Analytical and problem-solving skills for coming up with ideas to increase demand for products and services
- Demonstrated history of planning and managing successful campaigns and promotions

- Effective communication skills and adaptable communication style for directing and interacting with creative teams, team members and contractors
- Exceptional written communication skills
- Energetic, positive, team-oriented entrepreneurial, and solution oriented
- Use metrics to identify trends, areas of improvement and areas of expansion
- A self-starter with the willingness, and desire, to "roll up your sleeves" and get the job done

Qualifications:

- A bachelor's degree or equivalent in marketing, business, advertising, communications, journalism or public relations
- 3-5 years of previous experience as a Marketing Specialist, strategist, or related marketing experience
- Knowledge of marketing-related business practices, including advertising, market research, technology, and budgeting
- Time management and organization skills to plan and execute both large and small marketing projects and initiatives
- Experience working remotely and for a small company preferred
- Proficient with marketing-related software programs
- Strong written, verbal, and presentation skills
- Hands-on experience with marketing operations tools and activities, including CRM, dashboards, and project management
- Experience managing a social content calendar paid social advertising campaigns, and social activity monitoring.
- Proficient in YouTube, Facebook Instagram and LinkedIn
- Canva (or equivalent program) expert
- Photography or videography skills, or Photoshop experience is a plus

What this role looks like:

On any given you, you may...

- Create and oversee all communications and marketing programs, including advertising/marketing, public and media relations, creative editorial and design services, and internal communications
- Build synergy and awareness to both divisions to increase interest, memberships, and sales; ensure competitive advantage of The Sister Circle
- Identify the needed resources, online tools, and team members to execute our company strategy
- Develop, execute, track, and refine campaigns across multiple channels, including email, podcast, social and web, that convert compelling content into business impact

- Perform routine audit of funnels and automated marketing materials for functionality and relevant content
- Keep our brand and voice consistent across our platforms; Subtly engage following and encourage sales
- Work with the CEO to manage & implement the marketing budget
- Create SOPs and maintain them so that routines can be repeated by anyone and all team members are clear on procedure and expectations
- Establish a system to track and report on marketing metrics weekly so we are systematically reviewing our numbers
- Availability to monitor social media channels daily, including evenings and weekends as needed.

Job Details:

- This position is primarily remote, but the person needs to be within an hour's driving distance of Dallas, TX, and will occasionally be asked to work in person for meetings or special events.
- This role is based on a 40-hour work week, and the position hours are Monday-Friday 8:30-5 pm CST.
- Benefits include Paid Time Off, Paid Holidays, and a \$300 medical benefit stipend,

Who we are:

The Sister Circle is passionate about empowering, equipping, and encouraging women of faith and seeks to provide virtual and physical spaces for women to connect and find community. The Sister Circle is a faith-based personal development organization created in 2017 by Chrystal Evans Hurst.

The Sister Circle originated with the work and calling of founder Chrystal Evans Hurst, author, speaker, and coach. Chrystal connects with audiences all around and believes that connecting women through the delivery of practical principles for everyday faith-based living builds a legacy that can change the world.