

Part-Time Marketing Specialist

Job Overview: We are seeking a dynamic and creative individual to join our team as a Part-Time Marketing Specialist. In this role, you will be responsible for supporting the marketing efforts of the company, with a focus on driving brand awareness, engagement, and advertising. The ideal candidate is passionate about marketing, has a strong understanding of digital and traditional marketing channels, and is eager to contribute to the growth of the organization.

Responsibilities:

1. Collaborate with the marketing team to develop and execute marketing strategies and campaigns.
2. Create engaging content for various marketing channels, including social media, email, and website.
3. Assist in the development and execution of marketing materials, such as brochures, flyers, and presentations.
4. Conduct market research to identify trends, competitor activities, and potential opportunities.
5. Manage social media accounts, including content creation, scheduling, and monitoring engagement.
6. Support the planning and coordination of events, webinars, and other promotional activities.
7. Monitor and analyze key performance indicators (KPIs) to measure the success of marketing initiatives.
8. Assist in the maintenance and update of the company website and other digital platforms.
9. Collaborate with cross-functional teams.
10. Stay up-to-date with industry trends and best practices to continually enhance marketing strategies.

Qualifications:

1. Bachelor's degree in Marketing, Business, or a related field (or equivalent experience).
2. Proven experience in marketing, with a focus on digital marketing and content creation.
3. Strong written and verbal communication skills.
4. Proficient in using social media platforms and marketing tools.
5. Creative thinking and problem-solving abilities.
6. Ability to work independently and collaboratively in a fast-paced environment.
7. Detail-oriented with strong organizational skills.
8. Knowledge of SEO, SEM, and basic analytics tools is a plus.
9. Flexibility to adapt to changing priorities and deadlines.

Schedule: This is a part-time position with flexible hours, offering approximately 20-25 hours per month, hourly wage of \$17-25/hour depending on experience. The schedule can be negotiated to accommodate the candidate's availability.

If you are a motivated and creative individual looking to make a significant impact in the marketing field on a part-time basis, we encourage you to apply. Please send resumes to ttaylor@vcwcraterregion.com with Marketing Specialist in the Subject Line.