



Marketing Assistant Role:

The Marketing Assistant reports directly to the Chief Solutions Officer and is primarily responsible for planning and executing daily marketing strategies for the online and in-person brand presence. This position is highly focused on online strategies through social media, online branding, and content creation. With the end user in mind, the Marketing Assistant is focused on engaging with prospects/customers online, maintaining a clear voice for the brand, curating content to excite readers, promotion planning to increase sales, email campaigns and assisting the whole company with initiatives to drive sales and improve customer service.

Responsibilities include:

1. Social Media Management and Strategy Development

- Managing daily interactions with our followers and engaging with community
- Creating and scheduling content on Facebook, Twitter, LinkedIn and Instagram
- Working with influencers to share photos and stories

2. Email Campaign Management

- Create and manage all email campaigns using company provided tools
- Measure effectiveness with data and analytics
- Post all blogs and weekly content

3. Blog and Content Marketing

- Edit and improve articles for SEO
- Work with team to manage editorial calendar and develop new content for the blog(s) as directed
- Work with team to manage all CFMS content
- Assist and/or work with team resources in creating creative content for company Blog, Social, eBooks and Web Platforms
- Coordinate the design Email Blasts, Landing Pages, Banners, etc

4. Marketing Strategy and Innovation

- Collaborate with team to create effective strategies and digital initiatives
- Improve and revise marketing strategies as deemed appropriate
- Tracking data-driven online performance, analysis, reporting of your activities and deriving improvement measures
- Maintain a Subscriber Forum for interaction
- Research competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases
- Plan meetings, events and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments

5. Web Management

- Coordinate maintenance of company websites
- Design banners and promotional material as needed
- Update pages with information as needed

Interested parties can contact Tim Cool at careers@coolsolutionsgroup.com