

Position Overview: Full-Time Marketing Specialist
Key Responsibilities

Educational consulting company headquartered in Monroe, CT is seeking a full-time Marketing Specialist. Open to a 4- or 5-day work week.

1. Targeting Key Audiences:

- Develop and execute strategies to target school principals, assistant principals, and curriculum directors to drive new business.
- Create campaigns to engage teachers, as they often advocate for literacy programs.

2. Campaign Management:

- Manage **email marketing campaigns**:
 - Build and maintain targeted email lists.
 - Design and execute email campaigns that resonate with educators and administrators.
- Run **paid social media campaigns** to engage educators across platforms like Facebook, Instagram, and LinkedIn.
- Oversee **Google Ads**:
 - Create and manage campaigns.
 - Optimize for conversions and lead generation.
- Explore additional advertising avenues to effectively reach prospects (e.g., YouTube ads, programmatic ads).

3. Analytics and Optimization:

- Track and analyze campaign performance.
- Adjust strategies based on data to meet objectives.

4. Content Creation and Collaboration:

- Coordinate with the team to create compelling content for campaigns, including blog posts, email templates, social media posts, and landing pages.
- Maintain brand voice and ensure consistency across all marketing materials.

Desired Qualifications

1. Experience:

- 2-3 years of experience in marketing, preferably in education or a related field.
- Familiarity with targeting K-8 school audiences is a plus but not mandatory.

2. Skills:

- Proficient in email marketing platforms (e.g., Hubspot, Mailchimp, Constant Contact).
- Experience with social media advertising tools (e.g., Facebook Ads Manager, LinkedIn Campaign Manager).
- Knowledge of Google Ads and search engine marketing.
- Basic knowledge of analytics tools (e.g., Google Analytics, Meta Insights).
- Ability to build and manage targeted prospect lists.
- Strong written and verbal communication skills.

3. Education:

- Bachelor's degree in Marketing, Communications, or a related field.

4. Soft Skills:

- Strong organizational and multitasking abilities.
- Willingness to learn about the company's programs and objectives.
- Creative and detail-oriented mindset.