

BARBOUR SPANGLE

DESIGN

Marketing Assistant

POSITION OVERVIEW

As a Part-time Marketing Assistant, you will play a crucial role in enhancing our brand's visibility and engagement across various social media platforms. You will collaborate closely with the Marketing Manager to create compelling content that resonates with our target audience and supports our overall marketing objectives.

Responsibilities

PRIMARY RESPONSIBILITIES

Social Media & Content Marketing

- In collaboration with the Marketing Manager, develop and implement social media strategies to increase brand awareness and engagement.
- Create, schedule, and publish engaging content across our social media channels (Instagram, Facebook, LinkedIn, Pinterest, TikTok and YouTube).
- Monitor social media platforms for industry trends and competitive insights.
- Inbound and Outbound Engagement: Respond to comments, messages, and inquiries in a timely manner. Engage with accounts aligned with our ideal clients.
- Collaborate with the marketing team to brainstorm and execute campaigns.
- Assist in managing the content calendar and ensuring content consistency.
- Conduct research to support content ideation, campaign planning, and branding needs.
- Create visually appealing and on-brand graphics to meet social media objectives.
- Write captions, blog posts, and copy for other marketing materials in collaboration with the Marketing Manager.
- Assist in tracking and analyzing social media performance using analytics tools.
- Stay updated with the latest trends and best practices in social media and content marketing.
- Repurpose content across multiple social channels and email marketing

Photography

- Coordinate and schedule project photography.
- Work closely with the design team to capture the details needed to tell the story of the project. Document and file that information for future reference.
- Collaborate with the Marketing Manager on photoshoot execution.
- Assist with packing, setup, and breakdown of photoshoot supplies and props
- Capture content during photoshoots to meet social media objectives.
- Communicate and facilitate third-party licensing between the requestor and photographer

SECONDARY RESPONSIBILITIES

- Assist in the organization and execution of design award entries
- Regularly update and manage our contact/email list to ensure accuracy and completeness.
- Assist with asset organization and management (resize images for web, file final project photography, archive content from the BSD Shared Album)
- Upload blogs and update content on the BSD website or collaborate with third-party support to make more extensive website changes.

Skills & Qualifications

- Proven experience or coursework in social media marketing, content creation, or related fields.
- Creative mindset with the ability to generate innovative ideas.
- Copywriting: Captions, Blog Posts, and marketing materials using the brand tone that appeals to our ideal clients.
- An eye for iPhone videography and photography
- Excellent written and verbal communication skills.
- Knowledge and demonstrated experience with graphic design software (e.g., Canva, Adobe Creative Suite).
- Detail-oriented with strong organizational skills.
- Ability to work independently and manage time effectively.
- Passion for content marketing and photography with an eagerness to learn and grow in the field.

Technology Requirements

You must supply your personal cell phone to capture content when necessary. Barbour Spangle will supply software to assist with file storage and other content-creation tools (gimbal, tripod, microphones, etc.).

Required Skillset & Levels

iPhone or access to technology running on iOS

- Canva
- Instagram
- Later or another social media management software
- LinkedIn
- Pinterest

NOT REQUIRED, BUT A PLUS:

- LIKEtoKNOW.it
- FloDesk or another email marketing software
- Wix/Wix Studio
- Asana

- AirTable
- Dropbox

How to Apply

Send your resume to kw@barbourspangle.com along with the following:

Please submit 3-5 examples of your work from the following options:

- Graphics you've designed & the program you created them in
- A short-form video you edited
- A static post with captions you've written
- A blog post you've written
- Analytics from accounts you've previously managed