



Wanted: Marketing Specialist

Job Description:

Will assist in the development of written and video content for clients as well as internal use. This content will include: blogs, news releases, feature articles, web copy, email campaigns, video news packages and other content development as needed.

The content developer may be asked to schedule social media on HubSpot, Facebook, Twitter, Instagram and more.

This position will involve attending pertinent client meetings to understand their goals. This position will also require you to work closely with our current content development team to develop the best strategies to achieve those goals.

Qualifications/Skills:

- Bachelor's degree in English, Journalism or related field
- At least one year of experience in journalism or marketing related job

- Knowledge of digital marketing tactics, including content writing, search engine
- optimization (SEO), email marketing and web analytics
- Strong writing skills
- Experience using WordPress, HubSpot and social media preferred

General working hours will be Monday through Friday 8:30 a.m. to 5 p.m. But, there may be occasions where you will need to work odd/late hours in order to meet specific deadlines.

You will use many tools including: WordPress, HubSpot, MailChimp, Facebook & other social media platforms, Microsoft Office and others as needed.

It is vital to stay up-to-date with new technology and techniques to provide the most effective and cutting-edge services to our clients. That is why we will require you to pass the HubSpot Inbound Certification test within one month of your hiring date and pass the HubSpot Marketing Certification test within three months of your hiring date.

For more information about InnerAction Media, visit inneractionmedia.com/about.

Send resume & cover letter to: jim@inneractionmedia.com