



Email & Social Media Marketing Specialist

POSITION PURPOSE:

This position will lead efforts to coordinate dealer-member email marketing and social media marketing accounts for PRIDE Centric Resources, Inc. A successful candidate will have experience in email and social media marketing at a professional level, can support the marketing team with administrative support, and may help in the development of graphic design and/or websites. This position often requires the candidate to work independently and be detail-oriented.

The Email & Social Media Marketing Specialist is an Hourly Part-Time Contracted Position with the potential for Full-Time Regular Employment as needed later on in the year.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Email Marketing: 35% expected workload

- Write copy
 - Set email campaigns
 - Schedule campaigns
 - Metrics, audience tagging, segmentation, reporting
 - Suggest improvements to campaigns & delivery cycles
 - Website integrations – form fills, capture
 - Simple automations, funnels
- (Platforms – Constant Contact, MailChimp, Kayvio, etc.)

Social Media Marketing: 35% expected workload

- Write copy
 - Suggest, select, edit, and produce content
 - Schedule posts
 - Monitor engagement, support feedback
 - Metrics, reporting
 - Website integrations
 - Advertising experience
- (Channels – Meta (Facebook & Instagram), LinkedIn, Twitter, YouTube)
(Platforms – Sprout Social, HootSuite, etc.)

Marketing Traffic Management: 15% expected workload

- Support marketing team with project scheduling
 - Administrative follow-up with team, dealers on projects
- (Platforms – Workamajig, Excel, etc.)

Marketing Creative: 5-10% expected workload

- (Familiarity or better, less of a priority, depends on candidate)
- Adobe Creative Suite
 - WordPress

General Office: 5-10% expected workload

- Microsoft Office
- Google Apps
- Zoom
- Slack

Email marketing and social media marketing are the main focus areas of the position, expanding PRIDE Marketing Services capabilities to support the needs of dealers as well as for the organization.

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

SUPERVISORY RESPONSIBILITY

This position has no direct supervisory responsibilities.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations are available, upon request, to enable individuals with disabilities to perform the essential functions.

COMPETENCIES:

Decision Making

- Creates affective solutions that meet the needs of the dealerships, PRIDE, and manufacturers.
- The ability to work independently, identifying and resolving problems to meet deadlines.
- Plans own work; prepares and/or develops plans for projects and programs involving coordination with other departments and/or outside organizations.

Communication

Excellent communication skills with internal departments, businesses, manufacturers, and third-party administrators.

EDUCATION & EXPERIENCE

High School Diploma with working experience in email marketing and social media marketing (2+ years of experience.)

SKILLS & KNOWLEDGE

- Experience with marketing software for email and social media marketing.
- Understanding of basic website functionality (coding not necessary.)
- Familiarity with Adobe Creative Suite, Constant Contact, Sprout Social, and Drop Box.
- Exemplary customer service and organization.
- Ability to manage multiple assignments under high pressure and consistently meet tight deadlines.
- Ability to work in a challenging environment and interact well with coworkers.
- Ability to use standard office equipment including telephone, copier, word processing, personal computer, scanners, digital copier/printer.

WORK ENVIRONMENT

Standard office setting. Must be able to use office equipment with simple set up and adjustment. The position is virtual, with an opportunity to meet in person monthly as needed, and if possible, with the marketing staff in Denver.

PHYSICAL DEMANDS

Sufficient mobility to work in an office setting; stand or sit for prolonged periods of time; operate office equipment including a computer keyboard. Light physical effort required by handling objects up to 20 pounds occasionally and/or up to 10 pounds frequently.

STARTING PAY: \$23.00/ hour - \$26.00/ hour

BENEFITS

PRIDE Centric Resources provides a comprehensive benefits package that includes:

- Medical, Dental, and Vision Insurance Plans with optional tax-deferred Flexible Spending Plans
- Employee Paid Life, AD&D, and Disability Plans
- 401k Plan with Employer Match
- Personal Time Off (PTO) and Paid Holidays
- Flexible Schedules

PRIDE Centric Resources, Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

TO APPLY

Please submit a cover letter and resume to jobs@pridecentricresources.com with "Email and Social Media Marketing Specialist" in the subject line.