

## Digital Marketing Strategist (Remote, Part-Time)

Jennasis & Associates is hiring an experienced, self-motivated Digital Marketing Strategist for a part-time, remote independent contractor (1099) position. The successful candidate will effectively interface with both clients and internal team members to develop, execute and oversee ongoing custom digital marketing strategies—largely revolving around inbound tactics—that advance client goals.

Specializing in serving small-to-medium sized businesses, the Digital Marketing Strategist will engage in both the pre-sale and post-sale process, regular quarterly and/or annual account reviews, and report directly to the Jennasis Executive Team.

We are looking for a dedicated, highly-organized and responsible individual who will fit within our close-knit, virtual culture. The job requires a minimum 15 hours availability each week within standard business hours, a computer with a strong internet connection, and savvy with digital collaborative tools.

### Responsibilities & Duties

- Assist in the pre-sale process—working with sales lead to develop a proposed Scope of Work based on prospect business goals, budget and timeline expectations.
- Engage in the post-sale process—developing detailed digital marketing strategies and collaborating with Project Manager on delegating and overseeing its execution.
- Conduct in-depth research to gain a clear understanding of a brand's current marketing standing, and identify opportunities to build upon, pivot and/or create new strategies to meet/exceed objectives.
- Generate innovative and comprehensive digital marketing campaign ideas to promote brand awareness, increase web traffic, drive leads/sales.
- Set specific, measurable digital marketing goals that align with client objectives to track progress / ROI.
- Track goals progress and customer feedback to ensure delivery on expectations and client satisfaction.
- Stay on top of and forecast changing market trends to advise ongoing strategic adjustments.
- Maintain a positive, professional working relationship with strategy clients and conduct regular reviews (quarterly and/or annual) to report on performance, finetune/update strategy as needed, and identify new business opportunities.



## Qualifications & Skills

- Minimum 3 years' experience in Marketing Strategy
- Degree in Marketing or similar relevant field.
- Strategic knowledge of inbound marketing is a must—incorporating key digital channels such as social media, email marketing, blogs, landing pages, etc.
- Knowledge of SEO/SEM, PPC, and Google Analytics trends and tools strongly preferred.
- Familiarity with digital collaboration and project management tools (ex: Slack, Google Suite, Asana or similar).
- Excellent interpersonal, communication and presentation skills.
- Strong organizational, time management, research and data-driven analytical skills.
- Ability to self-motivate and work independently, as well as collaborate with internal team members and clients.
- Experience with remote work a plus.

## About Jennasis & Associates

### THE COMPANY

Jennasis & Associates is a full-service marketing agency that provides scalable digital marketing and business solutions for small-to-medium-sized businesses to help brands create more meaningful relationships with their clients and consumers.

What makes Jennasis unique is its design as a virtual agency. For more than 10 years, we've hired remote associates across geographies, skill sets, and availability to work for a "lifestyle" business. This enables Jennasis to not only maximize a diverse team of high-quality talent, but operate a flexible and scalable model that constantly evolves and adapts to meet client demands from small to large in an ever-changing digital market. We can provide innovative, custom solutions whether a business needs the firm to supplement their marketing department—or BE their marketing department.

### THE CULTURE

Jennasis & Associates' team of more than 30 professionals operates remotely across the United States when and where is most suitable for each team member. Our virtual model simultaneously supports a healthy "family-first" lifestyle while encouraging professional creativity and innovation to meet the evolving, on-demand needs of clients.

We "PIC" best-fit associates who embody our culture's core values:



- **PASSIONATE:** Enthusiastically committed to the team, clients, and the mission of Jennasis all while letting your hair down and having fun.
- **INNOVATIVE:** Using talented expertise and grit to find creative solutions to solve problems efficiently and effectively.
- **COLLABORATIVE:** Through integrity and accountability, "Together Everyone Achieves More."

**TO APPLY:**

Please visit <https://www.jennasisassociates.com/joinus> and submit your resume today!