

## **Company: Planes Trains and Babies**

*Job Title: Marketing and Customer Engagement Manager*

### **Core job:**

- Create engaging email templates and respond to new or existing client requests
- Organize request tasks for completion
- Gather and analyze client data
- Produce unique client marketing to engage client list
- Create training as you work, to teach future employees the ins and outs of your routine
- Utilize social media and similar resources to build email list
- Build weekly promotional newsletters to send to email list

### **Preferred Skills:**

- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of SEO and web traffic metrics
- Good understanding of marketing and social media KPIs
- Great networking and communication skills
- Effective collaborator
- Good time-management skills
- Creative and thoughtful
- Understanding of geography and some travel locations/experiences
- Savvy with research, compiling, filtering and organizing data
- Ability to work independently without supervision and track time

Leadership: Future growth into leadership role

Starting Pay: \$13/hour. Negotiable based on experience.

1099 Contractor

Must have own computer