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## **Marketing Specialist**

Are you a Digital Marketer looking to be a part of a unique team where your skills can shine? There are a lot of competitors in our industry but we take pride in being the best. The team member we're looking for has a passion for helping business owners grow their business. A strong understanding of digital marketing including search engine optimization, marketing analytics, social media management, content creation, ad development, and email marketing is required. The position is part time between the hours of 9-5 pm Monday-Friday with the opportunity to move to full-time.

If you're looking to be a part of a team that's striving to be the best, let's chat. Check out the last section for details on how you can get started.

## **Your Mission, Should You Choose to Accept It**

1. Create original high quality content across a variety of channels for various industries
2. Develop content and marketing strategies that engage existing and potential customers
3. Maintain a content calendar and work within a project management software
4. Coordinate with the internal web development team to execute marketing strategies
5. Manage social platforms to engage and grow online community
6. Communication of data and insights through reports both internally and to clients
7. Construct unique ad campaigns to target specific marketing goals

## **The Skills You'll Need**

1. Bachelor's Degree in Online Marketing or equivalent experience
2. 2-3 years of Marketing Experience
3. Experience with content creation including posting and ad development across popular social media platforms.
4. Strong knowledge of SEO basics with the ability to perform keyword research and optimization tasks.
5. Knowledge of all Google Services. Certifications are a plus.
6. Familiarity with marketing software including email marketing platforms are a plus.
7. Ability to work independently as well as within a team
8. Strong attention to detail
9. Creative and critical thinking skills
10. Self-motivation and a desire to be a part of something bigger
11. Organizational skills and the ability to manage multiple projects at once.

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### **Would IDS Be a Good Fit for You**

1. Making A Difference - Whether it's growing our client's business or giving back to our community, we strive every day to make a difference. Why? Because we believe in creating a bright future.
2. Goal Driven - True success is about developing goals, achieving them, and surpassing them. Our business goals become the foundation for our projects, and we won't stop until we've surpassed them.
3. No B.S. - We refuse to provide or recommend services our customers don't need. Life is too short, and business is too expensive to waste time or money. The only B.S. we're cool with is our project manager.
4. Love of Learning - Our passion for learning encompasses our client's businesses as well as the desire for personal growth. We'll never stop learning and we'll always keep improving.
5. Appreciation - We understand that IDS wouldn't exist without our clients. Therefore, we take time to appreciate each one by celebrating their unique qualities and helping them shine.

### **There's Plenty of Benefits When Working with Us**

1. Start-up culture with the opportunity to make an impact
2. Fun and engaging work environment with the ability to make your space your own
3. Catered lunches and exciting events throughout the year
4. Fly company swag
5. Fully stocked relaxation space for when you just need a minute
6. Compensation that corresponds to your unique value
7. Access to personal growth and development tools

### **Start Your Mission**

- Visit our website [idstoledo.com/careers](http://idstoledo.com/careers) and fill out the application.
- Check out our Facebook page <https://www.facebook.com/InteractiveDesignSolutions> and apply there.
- Email your resume, full name, and phone number to [info@idstoledo.com](mailto:info@idstoledo.com). Please include the position you are applying for in the subject or email.