



CARLTON
CREATIVE CO

GROWTH MARKETING MANAGER

OVERVIEW

Carlton Creative Company is a communications firm dedicated to finding creative solutions to business challenges while providing exceptional client service. We are seeking a talented and experienced Growth Marketing Manager to join our team. This role will involve a variety of client-facing functions, including the development and execution of marketing strategies, social media content creation, research, and data analysis.

We're looking for someone to join us part-time with the potential to grow into a full-time hourly position. Whether you're someone who enjoys brainstorming from a local coffee shop or prefers to open your laptop comfy at home, for us, it doesn't matter where you work or how you work as long as you share the same passion for elevating inspirational clients we truly admire and believe in.

ABOUT CCC

Our Creatives believe in the power of building lasting relationships with our clients, often taking ownership and autonomy over innovative ways to reach goals. We're able to sustain our productivity by creating a collaborative environment in which team members are able to feel supported, yet have ownership over their creative direction. We also ensure a healthy work/ life balance by offering flexible work schedules and unlimited vacation.

Though we have the rich benefit of wearing many different hats and getting to know diverse industries, we carefully balance client needs with capacity and hours to ensure a sustainable workload.

DETAILS

- Job Type: Remote, part-time to full-time options available
- Time Commitment: 10-30 hours/week with full-time potential, 30-40 hours/week
- Compensation: starting at \$35/hour, negotiable based on experience
- Report: The Growth Marketing Manager will be responsible for a range of client-facing tasks, and will report to the Founder and Executive Account Manager to ensure that all client needs are met.
- Contact: Victoria Carlton, careers@carltoncreative.co

RESPONSIBILITIES

The Growth Marketing Manager will be responsible for adapting their duties based on the assigned client's needs, but may include any of the following:

- Content creation: Developing written content for external and internal assets, such as white papers, blogs, social posts, webpages, case studies, and enablement assets, as well as establishing internal messaging and tone of voice.
- SEO planning and optimization: Developing and executing strategies to improve search engine rankings and visibility.
- Social media strategy and execution: Developing and implementing social media campaigns to increase brand awareness and engagement.
- Product marketing support: Developing product positioning and messaging, creating sales toolkits and enablement assets, and supporting customer success and customer marketing initiatives.
- Project management: Managing the creation and upkeep of a content calendar, leading campaign development, execution, and management, and optimizing marketing automation tools.
- Research and analysis: Conduct research to drive conversion and retention, analyze content performance, and manage external contractors.
- Customer relationship management: Managing and creating analytic reports, lead tracking using CRM tools,
- Website and e-commerce maintenance: Review, edit, and update websites or e-commerce storefronts
- Influencer relation management: Developing and managing relationships with influencers.

QUALIFICATIONS

- Bachelor's degree in Communications, Marketing, or a related field.
- Proven ability to be an effective and engaged team member in a remote-work environment, with the ability to provide timely responses and updates.
- Strong organizational and time management skills, with the ability to work independently, autonomously, and take initiative on tasks.
- Experience with social media platforms such as LinkedIn, Facebook, and Instagram.
- Excellent written and verbal communication skills.
- Strong desire to gain experience and make an impact with their work.
- Ability to quickly learn new platforms and tools relevant to the assigned client.
- Prior work experience in communications, marketing, or a related field is preferred.
- Experience with tools such as Metricool, Later, Slack, HubSpot, Adobe Lightroom, and Canva is a plus.

WHY CARLTON CREATIVE COMPANY?

- Opportunities for rapid growth and the ability to scale with more clients.
- Greater control over your work-life balance and flexibility in scheduling. Create your own schedule as the position is fully remote.
- Consistent workflow as we provide clients and support, while you deliver the results.
- Be part of a collaborative team and work on projects together.
- Gain a diverse range of skills and experiences by working on different projects with different clients.
- Unlimited vacation time with the flexibility to take time off as needed, as long as it's communicated the week prior.

HOW TO APPLY

Please send your resume and your portfolio or relevant work samples to Victoria (careers@carltoncreative.co) by **February, 10th**.