1.Job Title: Senior Marketing Manager  
About the job

Senior Marketing Manager will lead the strategic development, execution, and oversight of the firm’s marketing and communications initiatives. This role is critical in using technology and custom content to enhance the firm’s brand and ensure consistent messaging across 16 offices with clients, prospects, employees, and the communities where we live and work. Reporting to the Chief Marketing and Business Development Officer, the Senior Manager will manage a team of content creators and marketing professionals. The position supports and collaborates extensively with senior leadership, the events team, the marketing technology team, and the business development team.

Key Responsibilities:

*Marketing Strategy*

* Develop and implement a comprehensive marketing plans in support of client development goals and the firm’s strategic plan
* Ensure consistency in branding, messaging, and visual identity across all offices and communication channels
* Work with regional offices, working groups and practice groups to identify the best strategies to reach target audiences to promote key issues, industries, practices, thought leadership, firm and community initiatives

*Communications and Public Relations*

* Oversee the creation and dissemination of external communications, including client alerts, media releases, social media and website content
* Create Communications and PR plans to support thought leadership efforts and business development goals
* Manage media relations, including building relationships with legal and business journalists, providing media training and support for attorneys, and creating firm messaging and news
* Manage awards and honors program by identifying and submitting nominations for awards and honors aligned with lawyer and practice strengths
* Support crisis communication strategies and serve as an advisor to leadership during reputational challenges

*Digital Marketing*

* Have an ongoing curiosity and genuine interest in exploring and implementing emerging technologies to enhance the firm’s digital presence and engagement
* Oversee the firm’s digital presence and optimize use of the website and client relationship management system (CRM) to support thought leadership campaigns, client alerts, webinars, events, and announcements
* Work closely with content team and MarCom technology team to manage email campaigns
* Manage marketing, and social media platforms, ensuring all channels reflect the firm’s key messages, brand values
* Monitor digital performance metrics and use data-driven insights to optimize campaigns and content and to inform attorneys and working groups about high-performing content

*Internal Communications*

* Collaborate with CMBDO and firm leadership to craft internal messaging to support key initiatives and build a culture of collaboration within the firm
* Lead the development of firmwide communications initiatives, including the firm’s Intranet, One Phelps, and other announcements
* Partner with HR and the Diversity and Inclusion Committee to support communications around recruitment, diversity initiatives, and culture-building programs
* Repurpose content on the Intranet, internal newsletter, social media, and website

*Sponsorships*

* Work with regional offices to manage and coordinate sponsorships, community engagement, and charitable giving initiatives
* Guide and coordinate with practice group and working group leaders the management of sponsorships and strategic marketing spending
* After securing sponsorships, work closely with the Events Manager to seamlessly transition information to the events team for the execution stage

*Team Leadership and Collaboration*

* Collaborate and partner with practice group leaders, working group leaders, office managers and client development team to identify, prioritize and execute marketing and communications initiatives that align with strategic business development goals
* Lead, mentor, and manage a team of marketing and communications professionals to create opportunities for collaboration and ongoing professional growth
* Partner with firm leadership on diversity initiatives and other strategic priorities
* Collaborate and serve as liaison for lead lawyers with firm sponsored conferences, including agenda, invite lists, content creation, speakers, and follow up

Qualifications:

* Bachelor’s degree in Marketing, Communications or a related Business concentration; advanced degree preferred
* Minimum of 7 years of experience in marketing and communications, preferably in a professional services or law firm environment
* Skilled at managing vendor relationships for long-term success
* Proven track record of managing teams and developing and executing successful marketing and communication strategies
* Positive attitude and strong people, project and expectation management skills
* Excellent understanding of branding, media relations, digital marketing, and content creation to drive business development efforts
* Exceptional written and verbal communication skills, with an ability to craft messages for diverse audiences
* Experience collaborating with senior leadership and managing marketing budgets
* Familiarity with legal industry and curiosity in technology that supports a growing multi-office law firm

Key Competencies:

* Strong project management skills, including workflow planning and delegation
* Proficiency in marketing and analytics tools, including website platforms, CRM systems, experience database and social media management tools
* Strategic thinker with a hands-on approach to problem solving and project execution
* Ability to manage multiple projects and deadlines in a fast-paced environment
* Proven leadership with strong team-building background
* Excellent written, presentation, and meeting management skills
* Skilled at adopting new technology and applying technology as an integral part of business development strategies (websites, extranets, intranet and client relationship management databases)
* Innovation and growth mindset
* Proven ability to communicate marketing efforts and success

Compensation:

Compensation will be based on experience and qualifications. The successful candidate will receive an excellent benefits package.

Why Join Our Firm?

With 450 lawyers across 16 offices, we are a dynamic and forward-thinking law firm committed to delivering exceptional service to our clients. This role offers the chance to shape our brand, work with talented professionals, and make a significant impact on the firm’s continued success.

2. Job Title: Senior Brand Manager

About the job

At Blue Marble, our mission is to create purposeful products that inspire a love of learning in children and empower parents to raise thoughtful, confident kids. If you envision working for an award-winning company with a mission you can believe in, a playful and energetic culture, a talented team of coworkers, and a bright future, look to Blue Marble!

The Senior Brand Marketing Manager will develop comprehensive strategic brand marketing plans and execute tactical multi-media marketing campaigns to enhance brand affinity and product awareness, drive customer engagement, and incite purchase conversion. This role requires a self-motivated, strategic thinker with a deep understanding of brand management, digital media marketing, and consumer behavior who can find creative solutions to business challenges in a highly collaborative environment.

Primary Responsibilities

* Brand Strategy Development: Lead the creation and implementation of brand marketing strategies that align with the company's overall business objectives.
* Campaign Management: Oversee the planning, execution, and optimization of multi-channel marketing campaigns, including digital, influencer outreach and management, social media, email, and traditional advertising.
* Market Research: Conduct market research to identify trends, consumer insights, and competitive analysis to inform marketing strategies.
* Brand Positioning: Develop and maintain a strong brand identity and positioning across all marketing channels.
* Collaboration: Work closely with cross-functional teams, including Product Development, Sales, E-Commerce, Creative, Legal, Compliance, Finance, and Customer Service, to ensure cohesive brand messaging, customer experience, and achievement of intentional KPIs.
* External Partners: Collaborate with external licensors and vendor partners to ensure brand cohesion and process adherence and drive maximized partnership and promotional opportunities.
* Assets & Collateral: Lead development of sales and marketing collateral, including decks, video & photography assets, sales sheets, catalogs, and style guides, among others. Oversee development of marketing & product copy.
* Performance Analysis & Reporting: Monitor and analyze the performance of marketing campaigns and initiatives, providing senior leadership with regular reports and actionable insights. Deliver presentations summarizing key information on brand and marketing activities in creative and visual ways that effectively convey key information to executive core stakeholders.
* Budget Management: Manage the brand marketing budget, ensuring efficient allocation of resources to maximize ROI.
* Passionate & Social: Contribute passion, energy, and optimistic enthusiasm to the wonderful Blue Marble family culture!

Desired Qualifications

* Education: Bachelor's degree in Marketing, Business Administration, or a related field. MBA preferred.
* Experience: Minimum of 5 - 7 years of experience in consumer products marketing and/or brand management, preferably in the toy or kids’ products field.
* Strong strategic thinking and analytical skills.
* Excellent communication and interpersonal skills.
* Proficiency in digital marketing tools and platforms.
* Ability to manage multiple projects and meet deadlines.
* Creative mindset with a keen eye for detail.
* Experience with MS Office Suite, Circana/NPD, and primary parent & teen-facing social media platforms (i.e., *Instagram, TikTok, Meta/Facebook, etc.*).

Workplace Arrangement

In-person collaboration is a key aspect of Blue Marble's work culture. This role has been designated as a hybrid, with three days a week expected at corporate headquarters in Ashland, Oregon. This arrangement allows for a balance between in-person collaboration and remote work flexibility.

Note: This job description is not intended to be all-inclusive. Employees may perform other related duties to meet the organization's needs.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

*Blue Marble is an equal-opportunity employer. All applicants will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.*

Blue Marble is proud to offer a generous and comprehensive benefits package, including:

* 401(k) with company match
* Health insurance with multiple plans to choose from
* Health savings account
* Dental insurance
* Vision insurance
* Employee assistance program
* Flexible work schedule
* Paid time off
* Parental leave

3. Job Title: Social Media Manager

About the job

Social Media Manager

One of Southwest Florida’s most prominent agencies is looking for an experienced social media manager with a passion for driving engagement and helping clients achieve their goals through effective campaigns and strategy implementation. This role will join our team to help support and deliver actionable insights and goals to our clients, while driving brand awareness and successfully developing and executing a variety of campaigns across multiple social media platforms.

Key Responsibilities:

· Write and develop social media plans

· Manage day-to-day posting and scheduling of relevant content and across social media channels for multiple clients

· Effectively implement client’s respective strategy into successful organic and paid social media campaigns that achieve specific client goals and business objectives

· Consistently evaluate and manage the development of insight-driven social campaigns that increase client awareness and generate more leads and revenue

· Collaborate with other departments, to align and execute content marketing strategies across all relevant social media platforms

· Create social graphics, visual content, animations, Reels, and video to help promote engagement and brand awareness for clients

· Develop shot lists, capture video content and edit short-form videos

· Manage and support social influencer marketing for relevant clients

· Work closely with team to ensure alignment on specific campaigns and key messaging for clients

· Identify new social media trends to leverage with the goal of increasing awareness and revenue for our clients

· Leverage client budget to effectively execute social media campaigns that meet client’s financial and business goals

· Develop and report on key performance indicators across all platforms, identifying key takeaways and opportunities for improvement

· Manage client reputations by consistently monitoring and responding to reviews in each client’s brand voice

· Regularly attend client meetings as needed

Professional Experience:

· At least 4-6 years’ experience in social media, developing organic and paid strategies across multiple social media platforms

· Experience in launching social media campaigns across multiple channels

· Experience in collaborating with marketing teams to meet and execute creative and content needs for campaigns

· Experience in social content creation tools such as Canva or similar

· Knowledge and experience executing strategies for online reputation management and monitoring

· Experience capturing video content and editing videos for social media platforms

· Agency experience is a plus, with experience managing campaigns across multiple industries

Knowledge:

· Expert-level knowledge of Facebook, Instagram, LinkedIn, X, TikTok and YouTube, including best practices in writing for each platform

· Strong understanding of social media monitoring and management tools, such as Brandwatch, HootSuite, Bit.ly, Linkt.ree, Meta Ads Manager and Meta Business Manager, etc.

Skills:

· Strong written and verbal communication skills with superb attention to detail

· Highly collaborative and invested in improving and growing the social media and email efforts to exceed client expectations

· Ability to multi-task and prioritize projects in a fast-paced environment

· Optimize and enhance client YouTube videos and channels to help support social media strategies and SEO

· A creative mindset

· Effective organization and time management skills

About Priority Marketing:

* Priority Marketing is an award-winning marketing, advertising and public relations company located in Southwest Florida. Founded in 1992, the agency employs a dynamic team of creative professionals serving clients in all industry sectors. The company offers a robust benefits package including matching 401k, pension plan, profit sharing, health insurance and more!

4. Job Title: Social Media and Influencer Marketing Manager  
About the job

FLSA Status: Full-time, Non-Exempt

# Direct Reports: 0

Manager: Reports to Creative Marketing Director

About AHP:

Associated Hair Professionals (AHP) is the nation’s largest professional membership association for cosmetologists and barbers. We provide liability insurance for hair professionals, and support members with a variety of business-building tools and resources, continuing education, legislative advocacy, and exclusive member discounts.

Job Summary:

AHP is looking for a motivated, creative, and outgoing social media and influencer marketing manager to join our growing team. In this role, you will be directly responsible for representing AHP through our digital marketing channels and to influencers, partners, and customers in the industry with a focus on social media and email. You will partner with the creative marketing director, and the executive director on foundational framework and strategy that you will have the opportunity to own and execute. The heart of this role is organic member engagement, acquisition, and influencer recruitment. We need a channel owner with a bias toward action who thrives on personal responsibility, is excited to experiment and enjoys digging into the data.

Us:

We are Professional Assist Corporation (PAC), an employee-owned, private corporation operating a group of professional membership associations based in Genesee, CO. Our primary sister associations include Associated Bodywork & Massage Professionals (ABMP), Associated Skin Care Professionals (ASCP,) and Associated Hair Professionals (AHP). Each of these is a leading professional association in the professions we serve, offering our members benefits, practice-building tools, and liability insurance to help them be successful in their careers. We have a staff of 57 talented, dedicated employees who work collaboratively to support our members, as well as a supportive, empowering company culture. We invest in people and resources to produce member benefits that meet and exceed individual and professional expectations.

Where:

PAC is situated in the foothills west of Golden, Colorado (local candidates only). We have a beautiful view of the spectacular Colorado high country. Our empowering environment is filled with high-energy, talented people who share your enthusiasm. We embrace a hybrid work environment. Tuesday through Thursday, we work from our mountain office; Mondays and Fridays we have the option of working from home.

Core Responsibilities:

* Propose and execute a comprehensive social, influencer and UGC strategy that supports our Hair Association brand’s overall marketing, mission, and communications goals through social and email channels.
* Ideate, write, design, and publish content through social and email channels.
* Manage organic social media posting schedule.
* Identify and engage with key influencers in the target audience, build and maintain strong relationships with them and negotiate influencer partnerships and campaigns.
* Partner with our data analyst to provide channel metrics, track KPI’s and share progress.
* Use the data to guide your choices to reach new heights with engagement and conversion.
* Collaborate closely with internal marketing, social media, and communications teams to ensure campaigns and materials align with brand expectations and business goals.
* Stay up to date on the latest trends in social media and email marketing.
* Establish influencer onboarding, guidelines, and best practices to ensure consistent brand representation and high-quality collaborations.
* Lead contract negotiations with influencers, ensuring all agreements meet campaign goals and legal requirements and stay on budget.
* Monitor and manage community platform.
* Represent AHP as an official corporate spokesperson in an on-camera or in-person capacity.
* Ability to travel to tradeshows and other events (approx. 3-4 times annually)
* Make an estimated 25 expired member outreach calls per week (a duty shared by PAC employees) to help members renew their membership.

Knowledge, Skills, and Abilities:

* Strong social media fluency across all platforms (with an emphasis on Instagram, Facebook, LinkedIn, and TikTok)
* Experience in visual design for social media
* Strong understanding of a/b testing and audience segmentation
* Ability to analyze post and email performance, track key metrics, and provide insights to optimize future campaigns
* Ability to work independently and at a fast pace
* Experience with social media automation platforms (experience with Later preferred)
* Strong written and verbal communication skills
* Confident in your point of view with the ability to make data informed, thoughtful recommendations and decisions
* Flexible, dependable, detail-oriented self-starter, with the ability to meet deadlines and manage multiple projects simultaneously
* Strong understanding of UGC and growth loops

Qualifications:

Please include a link to your creative portfolio with your application and resume.

Ideal candidate will have:

* Bachelor’s degree in marketing, advertising, or related field required.
* A minimum of 3 years, 5 years preferred experience in a social media, content creation, influencers management role
* A passion for supporting entrepreneurs, and making connections
* Proven ability developing social creative is a requirement (TikTok, Meta, YouTube, Twitter, LinkedIn, etc.)—experience working on a b2b brand is a plus
* Experience setting project-based goals that are directly aligned to company objectives
* Bias toward action, with a test-learn-iterate mentality
* Collaborative team player with a willingness to shift from high-level critical thinking to necessary tasks required to complete the job
* Excellent interpersonal, verbal, and written communications skills
* Ability to project manage multiple channels simultaneously

Benefits/Compensation:

* Comprehensive health insurance including group medical, dental, vision, life, accident, and disability options
* A hybrid work environment – you must be comfortable being in office 3 days a week in Golden, Colorado
* Generous PTO program (17 days annually) plus eight standard holidays
* 401k plan with up to 5% employer matching contribution
* Inclusive workplace—an Equal Opportunity Employer that supports Diversity, Equity, and Inclusion
* Empowering environment—2019, 2020, 2021, 2022, 2023, 2024 Denver Post Top Workplace
* $400 annual Beauty and Wellness Allowance
* For this non-exempt position, the annual compensation range is $70,000 – $80,000 per year ($33.66 – $38.47 per hour).

*The pay for this job level is a general guideline only and not a guarantee of compensation or salary. Additional factors considered in extending an offer include (but are not limited to) responsibilities of the job, education, experience, knowledge, skills, and abilities, as well as internal equity, alignment with market data, applicable bargaining agreement (if any), and other law.*

*Applicants must be authorized to work for ANY employer in the U.S. We are unable to sponsor or take over sponsorship of an employment Visa at this time.*

5. Job Title: Content Marketing Manager

About the job

The Content Marketing Manager at Pitsco plays a pivotal role in developing and executing content strategies that engage customers, prospects, and partners across K-12 education business sectors. This position creates compelling, informative, and inspiring content that drives brand awareness, generates leads, and strengthens our position as a thought leader in K-12 science, Career Techical Education (CTE) and supplemental STEM education. The ideal candidate will have a passion for education, exceptional writing and storytelling skills, impeccable editorial skills, and experience in journalism and content marketing. This role will work closely with the Marketing, Sales, and Product teams to craft content that aligns with our brand values and resonates with our diverse audiences. These tasks are accomplished by performing the following duties.

Essential Duties and Responsibilities (other duties may be assigned):

Content Strategy Development:

· Developing and executing a comprehensive content marketing strategy aligned with business goals and target audience needs.

· Identifying content gaps and opportunities to drive engagement, brand awareness, and lead generation.

Content Creation and Management:

· Creating high-quality, original content, including blog posts, articles, eBooks, success stories, case studies, whitepapers, press releases, social media posts, and email campaigns.

· Overseeing the creation of multimedia content such as videos, podcasts, infographics, and webinars that support STEM education topics and our company’s offerings.

· Interacting directly with our customer base, including calls, online meetings, and on-site visits to capture compelling stories.

· Ensuring all content is optimized for SEO and drives traffic to the website, landing pages, and product pages.

Content Calendar and Campaign Execution:

· Developing and maintaining a content calendar that supports key marketing initiatives and campaigns.

· Collaborating with cross-functional teams to ensure content is aligned with product launches, events, and other marketing activities.

Audience Engagement and Growth:

· Tracking and reporting on content performance using analytics tools to measure KPIs (e.g., web traffic, lead generation, social shares, conversion rates).

· Analyzing audience insights and feedback to refine content strategies, improve engagement, and ROI.

Qualifications/Requirements:

· Bachelor’s degree in Marketing, Communications, Education, or a related field

· 3+ years of experience in content marketing, preferably within the education or ed-tech sector

· Strong understanding of K-12 education and STEM curriculum trends, challenges, and opportunities

· Exceptional written and verbal communication skills, with the ability to write for diverse audiences (teachers, students, parents, administrators, and media)

· Proficiency in content management systems (e.g., WordPress) and marketing automation tools (e.g., HubSpot)

· Solid understanding of SEO best practices and keyword research tools (e.g., SEMrush, Moz)

· Experience creating and editing multimedia content (podcasts, video, graphics, and so on) is a plus

· Strong project management skills and the ability to manage multiple projects simultaneously with attention to detail

· Passion for education, innovation, and making an impact on students’ learning experiences

· Ability to write persuasive text for a variety of formats

· Must work well in a team environment, especially with remote team members

· Ability to lift and carry up to 40 pounds in a general office setting

· Ability to be physically mobile with reasonable accommodation including ability to walk, balance, kneel, crouch, reach, stand, and stoop

6. Job Title: Manager, Communications, Brand, and Marketing

About the job

About SEEDS

Founded in 1992, SEEDS: Access Changes Everything is a privately funded, nonprofit organization. We change the lives of motivated, high-achieving students from low-income families by transforming their educational opportunities. Graduating 170 students annually and more than 3,200 since its inception, every member of SEEDS’ 25-person staff understands how their work contributes to students’ success every day.

The Manager, Communications, Brand, and Marketing is responsible for designing and executing a comprehensive communications plan that communicates SEEDS successes, consistently features SEEDS’ branding, and targets channels that support strategic priorities. With equal parts external facing and internal partnering, the Manager should be able to tell our compelling story through a clear voice and through current and evolving platforms – both electronic and print. Professionalism, follow-through, and helping SEEDS shine are key to this critical position. This role is a member of the Finance & Administration team and reports to the Chief of Staff, works closely with the Development team, and works in conjunction with all members of SEEDS staff to promote the impact of our mission and our work.

Responsibilities

This role will offer clear strategic direction through strong leadership and ownership over SEEDS’ communications channels. Duties will include managing editorial direction, brand voice, design, production and distribution of materials. The manager will drive forward the following areas of responsibilities:

· Direct and implement a communications plan, formulating and administering policies to ensure the integrity of our messaging

· Act as point person for the media, and coordinate and seek media interest and speaking opportunities for SEEDS leadership, as well as develop opportunities for SEEDS to be established as an authority in the education access field

· Oversee and manage the SEEDS’ brand, ensuring consistent and proper use of the logo, font, colors and overall look

· Manage brand usage across departments, with any external partners, and our website, ensuring the transition from the previous NJ Seeds brand is complete

· Contribute (create/design/write/edit) to the overall look of all collateral and publications including development materials, Board communications, recruitment outreach, family and enrollment communications, annual and corporate reports, appeals, events materials, and other outward facing materials

· Audit current materials and promotional inventory, and determine swag and collateral needs

· Develop mastery of marketing systems, and suggest/develop systems as needed

· Curate and manage all photos and videos and spearhead social media postings

· Serve as the primary liaison to any communications related consultants, partners, and vendors

Like all positions at SEEDS, this role will perform other organization-wide duties and responsibilities, as needed.

Qualifications

· At least 3 – 5 years relevant experience in marketing, communications, social media, journalism, or public relations. Experience in the nonprofit field a plus.

· Understanding of balance between strategist, who can lead and guide, and skills of a creative with a get-it-done attitude.

· Exceptional writing, messaging, editing, branding, and storytelling abilities/skills, making programs and concepts understandable and compelling to varied target audiences.

· Keen understanding and hands-on experience with integrated digital marketing strategies, platforms, and associated tools including, but not limited to, email marketing (MailChimp or similar), website development, YouTube, social media (Facebook, Twitter, Instagram, emerging platforms), Google AdWords, etc.

· Ability to manage multiple projects simultaneously and work across departments.

· A self-directed professional who has passion, works adeptly cross-functionally, a positive attitude, and a commitment to SEEDS’ mission.

Important Requirements

· Some weekend and evening work; some visits to our educational program sites

· Requires use of a personal vehicle for business purposes (mileage reimbursement)

· The position requires use of a personal cell phone (cellphone reimbursement)

· The ability to work in a fast paced, ever-changing array of roles and responsibilities

Compensation

· The salary for this position starts at $60,000

· Medical, Dental and Vision benefits/Health and Dependent Flexible Spending Accounts

· 401k retirement Plan with an employer-matching component

To Apply

Send resume, cover letter, and 3 marketing samples (writing samples, social media posts, designed piece, etc.) or portfolio in an email with the subject line “Manager, Communications, Branding, and Marketing” to mbaez@seedsaccess.org.

SEEDS aims to select, place and train the best qualified individuals based upon relevant factors such as work quality, attitude and experience, so as to provide equal employment opportunity for all our employees in compliance with applicable local, state, and federal laws and without regard to non-work related factors such as race, color, religion/creed, gender, national origin, age, disability, marital status, sexual orientation, veteran status, or any other protected class. We encourage and support diversity and tolerance in our workplace.

7. Job Title: Social Media Manager and Sales & Marketing Specialist

About the job

Job Description: We are seeking a creative and results-driven Social Media Manager and Sales & Marketing Specialist to develop and execute our social media strategy, drive sales, and enhance our brand presence online. This role requires a blend of creativity, analytical skills, and a strong understanding of the diamond, gemstone, and jewelry market.

Location: New York Office

Employment Type: Full-Time

Responsibilities:

Social Media Management:

* Develop, implement, and manage our social media strategy across platforms (Instagram, Facebook, LinkedIn, TikTok, etc.).
* Create engaging and visually appealing content that resonates with our target audience.
* Monitor, analyze, and report on the performance of social media campaigns and adjust strategies as needed.
* Engage with followers, respond to inquiries, and build a strong online community.
* Identify and establish partnerships with influencers and industry leaders.
* Stay up-to-date with the latest social media trends and best practices.
* Develop and manage email marketing campaigns.
* Editing videos, images, and reels.
* Comfort and experience in speaking in front of the camera to create UGC is a big advantage.

Sales & Marketing:

* Collaborate with the sales and marketing team to develop and execute promotional campaigns.
* Drive online sales through strategic marketing initiatives.
* Identify potential clients and establish new business relationships.
* Manage and nurture existing client relationships to maximize sales opportunities.
* Conduct market research to identify trends and opportunities within the jewelry market.
* Develop sales strategies to meet revenue targets and expand market presence.
* Prepare and deliver sales presentations to prospective clients.
* Attend industry events, trade shows, and networking opportunities to promote Eshed’s products.
* Provide excellent customer service and follow up on sales inquiries promptly.

Qualifications:

* Proven experience as a Social Media Manager or similar role.
* Strong understanding of social media platforms and analytics tools.
* Excellent communication and writing skills.
* Creative thinking and ability to generate innovative content ideas.
* Experience in the jewelry or luxury goods industry.
* Knowledge of SEO, SEM, and other digital marketing techniques.
* Proven sales experience and ability to meet or exceed sales targets.
* Strong negotiation and presentation skills.
* Ability to multitask and work in a fast-paced environment.
* Bachelor's degree in Marketing, Communications, Business, or a related field.
* Proficiency in editing videos, images, and reels.

What We Offer:

* Performance-based bonuses.
* Professional development and growth opportunities.

About Us: Eshed is a premier supplier of high-quality diamonds, emeralds, and exquisite jewelry. We are passionate about delivering exceptional products and services to our discerning clientele. As we continue to grow, we are looking for a dynamic and experienced Social Media Manager and Sales & Marketing Specialist to join our team.

How to Apply: If you are a creative, driven individual with a passion for social media, sales, and marketing, we would love to hear from you. Please send your resume, a cover letter, and examples of your previous work to [liran@eshed.com](mailto:liran@eshed.com)

8. Job Title: Digital Marketing Manager

About the job

Job Title: *Digital Marketing Manager – Hybrid – Local MSP Area*

Reports To: *VP of Marketing*

Supervision : *Yes*

FLSA Classification : *Exempt*

Overview

This role will be the creative lead behind our demand generation strategy and execution. This position is integral in advancing the company’s SEO/website initiative, online advertising strategy, content creation, client communications, and trade show / event management. You will manage a team and work with the VP of Marketing to develop campaigns targeting a variety of audiences, including restaurant owners, technology partners, customers, and more, with support from internal experts, outside resources, freelancers, or agencies.

Responsibilities

· Develop and execute multi-faceted demand generation campaigns, customizing by audience whenever possible — track success metrics to achieve business goals.

· Generate and personalize content ideas for multiple audiences; manage and create supporting content, including online ads/SEM, thought leadership and research, videos, social media messages and images, blog posts, industry research, and other resources. Content development may include managing external copywriters/agencies if needed.

* Influence the marketing program strategy, including regional events, industry tradeshows, content marketing, social media, and advertising.
* Create detailed briefs and materials for all events, including managing timelines, venues, vendors, staffing, logistics, and budgets. Coordinate and communicate with all internal and external stakeholders to ensure smooth execution and follow up of events. Manage trade show booth properties and all logistical coordination.
* Analyze the success of each event, communicate to the team, and propose creative new improvements to continuously improve the achievement of go-to-market objectives.
* Project manage customer newsletter and ongoing webinar programs.
* Lead the organization’s customer advocacy program, including written and video media testimonials and reviews in collaboration with Sales and Customer Success Managers.
* Serve as an exemplary writer consistent with our company’s brand voice.
* Manage collateral and sales support materials, as well as promotional items.
* Provide general marketing support as needed.
* Managed inventory of promotional items.
* Ensure all content and communications adhere to Delaget brand standards.

Qualifications

* BA/BS degree in Marketing/Journalism/related study.
* Excellent writer and strong communicator with high attention to detail and organizational skills.
* Skilled in creating, editing, and promoting written and visual content.
* Experience in event planning and management, including speaker outreach and vendor relationships.
* The ability to work and thrive in a fast-paced, rapidly changing work environment.
* Experience and skills include marketing automation and lead nurturing. Salesforce and Google ads experience required. Pardot/Account Engagement desired.
* Understanding of SEO concepts and experience managing SEO implementation and tools such as SEMRush.
* Management experience with an internal team and external agencies.
* Experience in SaaS or cloud software markets desired; restaurant experience is a plus.

Specific Requirements

· Must possess the ability to make independent decisions when circumstances warrant action.

· Stays up to date on all required training.

Work Environment

· Hybrid work environment

· Moderate noise level

· Frequent communication with clients and/or staff exists under all conditions and circumstances

Working Conditions

· Travel may be necessary to complete job duties and/or attend occasional events.

Physical and Sensory Requirements (with or without reasonable accommodations)

· Must be able to move intermittently throughout the working day, must be able to stand, stoop, walk, kneel and crouch.

· Requires good hand-eye coordination, arm, hand and finger dexterity, including ability to grasp and visual acuity to use a keyboard, operate equipment and read.

· Frequently required to sit, reach with hands and arms, talk and hear.

· Specific vision abilities required by this position include close vision, distance vison, and the ability to adjust focus.

· Must be able to read, write and communicate in English.

· Must be in good general health and demonstrate emotional stability.

· Must be able to lift, push, pull, and move a minimum of 20 pounds.

9. Job Title: Content Marketing Manager

About the job

Join Our Team as a Content Marketing Manager

Are you a creative marketer with a passion for design, e-commerce, and positioning products through marketing? At Dutton Brown Design, we’re redefining what it means to deliver high-end, colorful light fixtures and hardware. With a client base of 30,000+ customers, including 5,000+ interior designers and architects, we’re looking for a Content Marketing Manager to help grow our brand and elevate our presence in the industry.

About Us

Located in Roseville, MN, Dutton Brown (www.duttonbrown.com) is a design and manufacturing company dedicated to creating dynamic, artfully designed products that transform spaces. Our team of designers and artists takes pride in crafting unique products that stand out in homes and businesses across the country.

The Role

As our Content Marketing Manager, you’ll play a pivotal role in shaping how our brand connects with customers, develops relationships, and drives results. You’ll lead marketing efforts across channels, creating high-impact campaigns, compelling content, and customer experiences that convert. You'd be starting with a TON of gorgeous content (UGC, staged photos, CAD files, etc.) to use or expand upon.

What We Offer

* Competitive Compensation: $80,000/year
* Health Coverage: Two medical plans (80% employer-paid), dental, and vision (100% employer-paid)
* Retirement Savings: 401K with up to 4% company match
* Work-Life Balance: 3 weeks of PTO, 8 paid holidays
* Product Discounts: 50% off our entire product line
* Growth Opportunity: A chance to drive the company’s marketing strategy and enhance your professional portfolio in a dynamic and creative environment

What We’re Looking For

* Education: Bachelor's degree in Marketing, Business, or related field
* Experience: 3+ years (ideally 5+) in marketing or content creation, preferably with a focus on e-commerce
* Skills: Strong expertise in SEO, SEM, social media marketing, and email marketing. Shopify experience a plus.
* Technology Savvy: Familiarity with Adobe Suite, Canva, and a proactive approach to using AI tools
* Creative Edge: A passion for the interior design and architecture industry and the ability to bring ideas to life
* Team Spirit: A positive, collaborative team player with a strong work ethic and exceptional organizational skills
* Attention to Detail: A meticulous approach to ensuring quality in everything you create

What You’ll Do

* Strategic Vision: Craft and execute a comprehensive marketing strategy to increase brand awareness, website traffic, lead generation, and revenue growth focusing on target audience of architects and interior designers
* Omnichannel Campaign Management: Create and oversee campaigns across social media, search engines, and email marketing.
* E-Commerce Expertise: Leverage Shopify to optimize our online store’s performance, enhancing customer experience and conversion rates.
* Content Creation: Work collaboratively to create high-quality content, which may include renderings, on-site photos, videos, and whatever we decide together.
* Data-Driven Strategy: Analyze marketing data and KPIs to refine strategies and optimize performance.
* Team Leadership: Guide a remote, high-performing marketing team to execute initiatives and drive results.

10. Job Title: Brand and Marketing Manager

About the job

About Greenhouse

Greenhouse is a diverse community of leaders working together to ensure people of all backgrounds can live a life of their choosing. We are creating a powerful, diverse, committed community to deliver widespread community change at scale by providing holistic support of low-income, high-performing young role models and their endeavors and by rallying and focusing our community to launch hundreds of community change initiatives. Our vision is to create a community of leaders who will evolve the communities of the world. Our values are leadership, community, relentlessness, and accountability. We are a non-profit that operates more like a for-profit. We are change agents who are bold and innovative, optimistic and engaging, gritty and accountable, and builders of relationships and community. Our team is comprised of innovative, entrepreneurial, and results-driven individuals who work collaboratively with our community to achieve our goals. We are seeking a high-performing candidate to join our team.

About this role

The Brand and Marketing Communications Manager is chiefly responsible for managing the execution of our brand message to a diverse target audience nationwide. In this role you will manage our agency partnerships and marketing vendors and work closely with all members of our team to execute a wide variety of marketing needs, including, but not limited to: brand strategy, annual planning, brand storytelling, digital and social media content, email campaigns, direct mail, event marketing, and speechwriting.

This position reports into the Chief Operating Officer and is in our Boulder, Colorado office. It is not virtual or remote.

What you might do in a day

• Collaborate with our agency partner and internal staff to identify ways to dramatically increase registration for our national and local fundraisers.

• Meet with the Program and Relationship teams to learn about community impact stories and reaching out to community members to solicit more information.

• Collaborate with our COO and agency partner to create an annual marketing plan.

• Manage a large direct mail effort at the center of a comprehensive end-of-year giving campaign.

• Lead the external and internal team to develop content strategy.

• Write a project brief, create a timeline, and manage a project through to completion.

• Check on the metrics and optimize a current social media campaign to recruit volunteers for New Scholar selection.

• Market to our database of +25K constituents.

• Create a shot list and oversee the photography and videography vendors to ensure we are obtaining the desired assets.

• Dig into ways to better leverage public relations to attract high-quality, celebrity-level speakers to next year’s Summer Symposium.

• Track, analyze, and communicate results via compelling reports and storytelling.

This job might be for you if...

* You have a passion for connecting people to the purpose of a brand.
* You understand how to leverage the channels and tools at your disposal to achieve marketing goals.
* You understand the importance of purposeful communication and how it aids in building, activating, and maintaining relationships.
* You are an adept project manager who is energized by juggling priorities and running multiple projects in varying degrees of complexity at one time.
* You advocate for resources when needed and pursue success even under shifting circumstances.
* You have a keen eye for quality and detail -- and are unafraid to encourage others to do the same.
* You have advanced abilities in written, oral, and visual communications.
* You are by nature a curious, entrepreneurial person who enjoys solving problems.

The ideal candidate:

• Possesses an unrelenting positive attitude.

• Is skilled at developing marketing strategy and annual marketing plans.

• Is detail-oriented and highly organized, with an efficient approach to managing projects of varying complexity with urgency and timeliness.

• Is an excellent verbal and written communicator and storyteller, including presentation and relationship building skills.

• Is a curious problem-solver and has a collaborative mindset and approach.

• Has a strong, entrepreneurial work ethic.

• Familiarity with relevant systems and data such as Google/digital analytics, Salesforce, marketing automation, and social media management platforms.

• Public relations experience is a plus!

• 7+ years of related work experience.

• A Bachelor’s degree from a four-year college or university is mandatory.

To be considered for this position, you must submit your resume and cover letter to our company website: https://greenhousescholars.org/our-community/our-team/ - You must apply through our company website.

Compensation

$70,000 – 85,000 depending on experience

Benefits

In addition to being part of a motivated and accomplished team, Greenhouse Scholars offers:

• Medical, dental, and vision coverage

• Paid time off

• Paid holidays

• 15 work-from-anywhere days

• Parental leave

• Bereavement for immediate family

• 401(k) with company match

To be considered for this position, visit our company website and got to the Team page to view all available positions: https://greenhousescholars.org/our-community/our-team/. You must apply through our company website.

Texts Collected and Constructs Selected

For this assignment, we collected job advertisements exclusively from LinkedIn. A total of 10 advertisements were analyzed, each representing different roles across various industries. The ads were analyzed to identify the following constructs:

Leadership Skills Emphasis: This construct captures references to strategic thinking, team management, mentoring, innovation, and adaptability in the job descriptions.

Verbal Communication Emphasis: This construct highlights explicit mentions of effective communication skills, public speaking, negotiation, and written communication requirements.

We selected these constructs because they are critical competencies for most professional roles, reflecting the demands of modern workplaces and the importance of effective leadership and communication.

Process for Developing the Codebook and Coding Form

Steps Followed

1.Defining Constructs:

Leadership Skills Emphasis and Verbal Communication Emphasis were defined using theoretical frameworks and common themes from job analysis literature.

2.Operationalizing Constructs:

Specific indicators were identified for each construct. For example, terms like "mentorship" and "team management" were associated with leadership, while "public speaking" and "negotiation" indicated verbal communication.

3. Creating the Codebook:

Each construct was described with clear operational definitions, along with examples of language from the job ads.

Rules for coding (e.g., coding inclusively when ambiguity exists) were outlined to guide coders.

4. Designing the Coding Form:

A tabular format was used, with rows for job ads and columns for each construct. Coders marked binary values (1 for present, 0 for absent).

5.Pilot Testing:

A small subset of ads was used to test the codebook and refine definitions and rules.

Decisions Made

* The unit of analysis was chosen as the job advertisement as a whole, with coders reviewing all text for relevant indicators.
* Ambiguities in language were resolved by coding inclusively, prioritizing construct relevance.

Challenges Encountered and Resolutions

* Ambiguous Language: Some ads used vague phrases that could fit multiple constructs. Coders were trained to use context to determine the best fit.
* Non-Numeric Data: Initial coding forms included non-numeric identifiers, which caused issues in interrater reliability calculations. This was resolved by removing or renaming such columns.
* Ensuring Consistency Across Coders: Detailed training sessions and discussions were conducted to align coder interpretations.

Coder Training and Interrater Reliability

* Coders received a training session with practice cases and feedback to ensure consistent application of the codebook.
* Interrater reliability was calculated using Krippendorff’s alpha to ensure agreement. The final results indicated satisfactory reliability, suggesting consistency across coders.

Future Steps for Full Sample Content Analysis

Adjustments for a Full Sample

What Would Be Done Differently:

* Refine the Codebook:

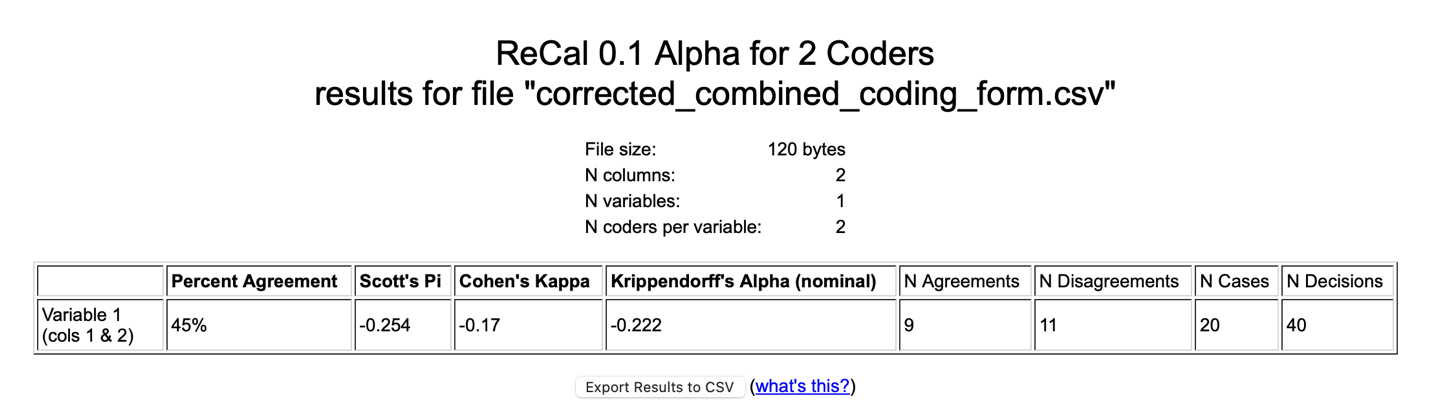
Incorporate additional examples from the full dataset to improve construct definitions.

* Automate Coding Where Feasible: Use text analysis tools for preliminary coding to handle larger datasets.
* Expand Training: Conduct extended training sessions with more pilot tests to handle nuances in a diverse dataset.
* Address Missing Data: Develop a strategy for dealing with missing or incomplete job advertisements.

What Would Be Done the Same:

* Operational Definitions: Retain the detailed, rule-based approach to defining constructs.
* Coder Collaboration: Continue using team discussions to resolve ambiguities and ensure alignment.
* Reliability Testing: Maintain regular interrater reliability checks to monitor consistency.

Rationale: The proposed changes aim to enhance scalability and precision for a larger dataset while retaining the methodological rigor and consistency established during this pilot study. By balancing manual and automated approaches, the process would become more efficient without compromising on quality.

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