

MARKETING ASSOCIATE

The Marketing Associate will be responsible for supporting the Marketing Manager and business teams in building and enhancing the Mezrah Consulting brand. This role works closely with the Marketing Manager to convey strategies and messaging around new and ongoing initiatives.

Responsibilities

- Update content on company collateral, presentations, articles, white papers, email campaigns, etc., and assist with design concepts.
- Collaborate with internal and external influencers, including industry experts, to produce relevant content that meets the needs of both key stakeholders and our audience.
- Manage and update website content, including the development of new landing pages.
- Manage SEO and optimize content.
- Work with Marketing Manager to create, implement, and manage various email marketing campaigns, including the template designs, go-to-market messaging, calls-to-action, and content.
- Track and optimize marketing efforts using various dashboards and analytics reports.
- Collaborate with teammates to maintain a consistent brand voice and message across all programs.
- Work with Marketing Manager to develop and implement new social media strategies to help drive consistent, relevant traffic and leads.
- Monitor and engage in relevant social discussions about our company, competitors, and/or industry.
- Stay up to date with digital, AI and marketing trends and potential new channels and strategies, including updates to social media marketing, attribution and programmatic media buying.
- Help with growing and maintaining leads and contacts data.

Qualifications

Education and Experience

- Four-year college degree
- Minimum 3 to 5 years of professional marketing experience
- Minimum 5 years of digital/social media experience

Skills

- Excellent interpersonal skills.
- Experience in multi-channel marketing campaign development, including video, email, digital and content development.
- Proficiency in Marketing automation tools, specifically HubSpot.
- Ability to work autonomously and perform well under pressure.
- Strong attention to detail with ability to organize, prioritize, and manage multiple tasks within set deadlines.
- Creative thinker, with an ability to use data and technical skills to create infographics.
- In-depth knowledge of digital and marketing, AI technology and best practices.

- Experience with data-driven SEO analysis and optimization. Knowledge of search ranking and optimization factors and key algorithm updates. Proficiency in web analytics software and keyword tools.
- Experience with Adobe Creative Suite.
- Experience with CRM tools such as Salesforce is a plus!

Mezrah Consulting Culture

- **Fun:** At the core of everything we do
- **Honesty:** Open and honest communication is paramount and valued
- **Integrity:** We stand behind our commitments to our employees and clients alike
- **Innovation:** We embrace change and are always thinking with a vision toward the future, creating new strategies and simplifying complex ideas
- **Focus:** Growing business by growing our people