



April 2022

Marketing Manager

AKA Marketing Specialist, Marketing Coordinator

TBH Creative's Marketing Manager is responsible for handling a variety of projects for our company and its clients.

You'll work closely with the VP of Operations to execute different project details. You will be involved in projects from start to finish, from starting tasks for other team members to helping tackle the final steps. Typical tasks would include website, email, and landing page build outs; setting up ad campaigns; conducting training and help sessions with clients; and preparing analytic reports.

You are a leader in reporting—always thinking about the end result when mapping out plans and executing assignments. You love juggling a variety of tasks and thrive on details. You are self-managed and like learning new things.

3+ years experience required

Full-time on-site and/or remote mixture
Part-time would also be considered

Competitive salary	Paid time off	Health insurance coverage	Bonus plans	Technology stipend
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Is this you? Please read on and if you meet our requirements, send your resume and an impressive sample of your work our way.

The role and responsibilities

- Assist in the preparation and coordination of all production related details for websites and marketing campaigns
- Lead and execute website production (double-check copy and art to fit in established templates when building out web pages in different CMS tools)
- Set up landing pages and emails
- Select, crop, and optimize photos for web pages
- Test website and marketing campaigns
- Set up social media ad campaign plans and manage ads
- Prepare marketing and web performance reports
- Conduct training sessions with clients
- Deliver projects on time and on budget

Must-have skills and attributes

- 3+ years of web marketing experience
- Strong attention to detail, the ability to work under tight deadlines, and self-motivation
- Experience working with website CMS tools and marketing automation software, such as WordPress or HubSpot
- Photo and illustration editing experience using the Adobe Suite
- Familiarity with Google Analytics, Console, and/or Data Studio
- Experience with social media ad management and content creation
- Ability to use data to design and measure enablement

Nice-to-haves

- Hubspot familiarity and certifications
- Web/blog/marketing content writing skills
- Understanding of search engine optimization

You'll love this role if ...

- You can tell the difference between good marketing and great marketing—you want to be part of a team doing great marketing that gets results for clients
- You are organized and detail-oriented (do you love *The Home Edit*?)
- You want to learn and improve; you ask for constructive feedback and grow from it
- You're hungry for growth, a self-starter, and motivated to do what it takes to be successful
- You understand the difference between working at a small business vs large corporation, and you feel like working at a small company is where you can thrive and be seen

About TBH Creative

TBH Creative is a purpose-driven and award-winning web design and inbound marketing agency. We have been breaking down complex web and marketing problems since 2004.

We value each TBH Creative teammate as an impact player, believe in clear communication, high standards of excellence, and delivering custom solutions that show results for our clients.

But beyond those ideals, what really drives the heart of our business is helping our clients achieve more with digital marketing and design than they ever thought possible.

HubSpot Certified Agency	WBE Certified (Women Business Enterprise)	Best B2B Service Providers Clutch research top 1000	A+ BBB Rating
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Our mission is to deliver strategic marketing and website services to companies seeking a long-term partner to reach their business goals.

More about us...

- **We are organized and agile-minded.** We are keen on project management, ever-honing practices, processes, and tools to stay on point and efficient.
- **Our team is one of recognition and fun.** From company-wide shoutouts to our ever-accessible Slack workspace, we're constantly collaborating and celebrating together.
- **We like to give back.** Each year, we select an organization that serves our community—we dedicate our time, resources, and talent to them. We believe that making time to volunteer and give back matters.
- **Professional development is prioritized.** We learn from experts, community leaders, and each other constantly. From master classes and workshops to daily conversations, we're always learning and growing.

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