

VERENA

SOLUTIONS

Marketing Assistant

Employer: Verena Solutions

Last Revised: 01/13/2019

About:

Hours: Estimated at 10-20 hours/week while in school and 30-40 hours/week summer and school breaks.

Direct Compensation: \$15.00/hour during probation (60 days)

\$20.00/hour after probation

Benefits: Verena provides:

- Flexible schedule
- Documentation for credit for academic capstone, work-study or intern programs
- Marketing internship at mHub
- mHub workshops and classes
- Exposure to a broad network of engineering and business professionals

Role: Your title will be Marketing Assistant. Your main responsibilities will be to professionally execute a plethora of often unrelated tasks designed to increase sales through marketing. In the end, your observations and experiences will help form Marketing “Keep” “Quit” & “Start” lists that move the company toward an integrated marketing approach.

Responsibilities:

- Execute sound SEO practices
- Measure effectiveness of marketing efforts
- Understand how marketing drives sales – create marketing tactics that assist sales
- Report outcomes from marketing tactics/programs quickly
- Set up, execute and report status of tactical marketing plans
- Source marketing collateral
- Coordinate event marketing – message targeting, collateral, promo
- Prioritize marketing activities – bias toward sales
- Be effective with small budgets

Skills:

- You have a genuine inquisitiveness and curiosity for measuring success
- You execute many unrelated tasks in a day and can report on each of them with accuracy
- You can apply best marketing practices channel-by-channel: SEO; Social; Event; and Affinity
- You maintain focus on repetitive tasks
- You write with brevity and clarity
- You can create digital content
- You operate independently
- Web development a plus

We would love to have you join the team. We are interviewing now. Please let us know if you have time to work and are interested. Fill in the information below and emailing it to Ops@verenasolutions.com. Thank you!

Name _____

Contact _____

Interview Availability _____

Desired Work Schedule _____