

# FLUID

## JOB DESCRIPTION

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<b>Job Title:</b>	Junior Digital Marketing Specialist
<b>Company:</b>	Fluid
<b>Department:</b>	Media
<b>Reports To:</b>	Director of Media
<b>Part Time/Full Time:</b>	Full Time
<b>Hourly/Salary:</b>	Salary

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## ABOUT FLUID

### WHO WE ARE

Fluid is a full-service marketing firm focused on driving real growth. Marketing as a discipline has transformed dramatically in the past 15 years. What was once primarily a creative undertaking has become a cross-functional discipline rooted in strategy, creativity, data science, statistics, and machine learning. Impact used to be ambiguous, now it is largely quantifiable. Marketers now have access to more data and technological sophistication than every other function in business combined. As a result, effective marketing requires a cross-functional skill set that few traditional advertising agencies possess.

Our partnership is built for this new world. Our team includes strategy consultants, data scientists, statisticians and creative talent that has worked for some of the largest companies in the world. We approach growth opportunities with a strategic lens, understanding market fundamentals (e.g., competition, trends), customer insights (e.g., demographics, jobs to be done) and business economics (e.g., unit economics, margin expansion) well ahead of launching creative and paid media campaigns. Our senior team partners with a limited number of clients who are focused on building great brands over the long term.

Our combination of capabilities means we define success the same way our clients do: real growth.

### JUNIOR DIGITAL MARKETING SPECIALIST ROLE SUMMARY

The Junior Digital Marketing Specialist is responsible for a broad range of marketing activities including designing, creating, and reporting on marketing strategies in support of the client's current and future needs, primarily utilizing Paid Search and Social Media marketing. The specialist will stay abreast of changes in the marketing environment and adjust plans accordingly to best serve the client. They are also responsible for audience sizing, developing online marketing budgets, implementing campaigns, and interpreting results to provide optimizations to drive client results.

## JOB YOU WILL DO

### TYPICAL DAY IN THE LIFE

A typical day as a Junior Digital Marketing Specialist may include the following:

- Help building and optimizing paid media campaigns for clients
- Measuring the effectiveness of marketing, advertising, and communications programs and strategies
- Developing online marketing activities to increase qualified traffic, conversion, revenue, efficiency, and growth for all client programs
- Research target audience sizes and managing online marketing budgets
- Integrating online efforts for client programs
- Supporting the data team with reporting and campaign insights

## WHO YOU ARE

- **Knowledge and Learning:**
  - You have the baseline knowledge and are continuing to grow in the principles, theories, and practices of online marketing, PPC, social media, and campaign optimization
  - You can find, gather, and collect information or data while evaluating the information against a set of standards
  - You can observe, measure, and evaluate outcomes against goals and objects, while directing the development and implementation of solutions and/or organizational changes
  - You proactively cultivate a knowledge of current trends related to each online marketing tactic including evolving best practices, testing methodologies, and optimizations
- **People:**
  - You work well in a team environment
  - You interact with teammates and clients in a manner that shows sensitivity, tact, and professionalism
- **Work Style:**
  - You can work with minimal supervision
  - You are highly organized and detail-oriented
  - You are flexible and a proactive solution finder
- **Communication:**
  - You speak clearly, concisely, and effectively, listening to and understanding information and ideas as presented verbally
  - You can communicate information and ideas clearly and concisely in writing; read and understand information presented in writing
  - You can read, interpret, and apply laws, rules, regulations, policies and/or procedures
- **Education:** Bachelor's Degree in Marketing, Advertising, Communications, or related field from an accredited university
- **Platform Experience:**
  - 1-2 years in paid media preferred (especially Google and Facebook ads)
  - Preferably has completed "Google Ads Certification" and "Meta Certification"
  - 1-2 years in Google Analytics and FB Analytics preferred
  - Proficient in Microsoft Office Suite and/or Google Workspace

## HOW DO YOU DO IT?

- **Integrity:** This is fundamental to success at Fluid. We are honest with our clients and honest with each other. Integrity means having the courage to say hard things, at inconvenient times, with unknown costs, because they are true.
- **Boldness:** We are willing to push ourselves and our clients to think bigger than they thought possible. We have a strong point of view. We embrace creative friction. We'd rather experiment and fail than avoid risk and end up somewhere average.
- **Impact:** We are obsessed with driving client impact. We know what matters to the client, and we relentlessly measure ourselves against it. We are never complacent.
- **Initiative:** We have a bias for action, not discussion. We see potential solutions, not just immediate problems. This is the team you'd want to be shipwrecked with on a deserted island.
- **Gusto:** We recognize that life is bigger than work. We pursue family life and creative pursuits with the same energy that we approach work. Fluid is an enabler of a rich, abundant life—not a competitor to it.

### KEY PERFORMANCE INDICATORS

- **Quality:** Your success will be measured by the quality and originality of your work. That means you present thinking that is consistently unexpected and on-brief.
- **Account Growth:** Your success will be measured by your ability to “sell” design work in client presentations. By bolstering our design department, we'll see increased demand for those services. You will be measured against the performance of design projects and campaigns and the growth of client relationships.
- **Department Growth:** Your success will be demonstrated by the increased quality of the design department's craft overall. This will be achieved through your own work, and by working collaboratively with other designers.

*Must be authorized to work in the United States permanently without the requirement of sponsorship at any point in the future.*

### TO APPLY

Submit your resume via the Fluid website at [getfluid.com/contact](https://getfluid.com/contact), **GET HIRED**, or via **LinkedIn**.