



Creative Marketing Specialist Job Description

- **Job Title:** Creative Marketing Specialist
- **Location:** Paragould, AR
- **Reports To:** Marketing Manager
- **Employment Type:** Full-Time, [8am-5pm, Mon.-Fri., Occasional Weekends & Travel for Events or Projects]
- **Benefits:** Insurance (Medical, Dental & Vision), Retirement Plan & Bonuses

Job Summary:

This role is ideal for someone with a passion for storytelling and design who thrives in a fast-paced environment. As a Creative Marketing Specialist, you will play a vital role in shaping our brand's visual identity and content in both digital and print, crafting engaging social media posts, and developing graphics, print material and videos that resonate with our audience. This position involves working with various marketing channels and may include occasional travel.

Essential Duties & Key Responsibilities:

- **Social Media Management:** Plan, create, and schedule engaging social media content to grow our brand presence and drive engagement across platforms. Staying up to date on new platforms and trends.
- **Photography & Videography:** Capture, edit, and produce high-quality photos and videos that support our marketing campaigns and brand messaging.
- **Graphic Design:** Develop visuals that align with brand guidelines for digital and print formats, including social media graphics, email campaigns, presentations, and promotional materials.
- **Branding:** Ensure consistency in brand messaging across all channels, working closely with team members to maintain cohesive branding.
- **Content Creation:** Collaborate with the marketing and sales team to brainstorm and develop creative content that supports our company's goals and resonates with our audience.
- **Other Marketing Duties:** Assist with additional marketing projects as assigned, contributing creative insights to further our business objectives.
- Develop a variety of digital promotional materials.
- Update information, graphics, and photos across multiple websites.
- Handle online requests from customers and other team members
- Utilize various social media platforms to promote sales, events, news, etc.
- Develop email blast campaigns utilizing Zoho Campaigns.
- Work on a variety of photography/video projects for websites and social accounts.
- Assisting with other general sales and marketing functions (tradeshaw planning equipment decals, training materials, press-releases, etc.).
- Other duties as assigned.





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Requirements:

- Technical Skills: Proficiency in Adobe Creative Suite, specifically Photoshop, Illustrator, InDesign, and Premiere Pro. Familiarity with other editing tools or platforms is a plus. Experience with photography and videography equipment.
- Creativity & Communication: Strong creative vision and ability to communicate brand stories through visuals and content.
- Attention to Detail: High level of accuracy and attention to detail in design and content creation.
- Adaptability: Comfortable working on multiple projects simultaneously and adapting to changing priorities in a fast-paced environment. While maintaining the ability to meet deadlines while upholding quality.
- Travel: Willingness to travel occasionally for projects or events.
- Proficiency in Microsoft Office Suite applications, primarily Excel.
- Ability to organize and work on multiple projects at the same time.
- Advanced ability to use the Adobe Creative Suites (Including Premier Pro and After Effects).
- Proficient ability to create and manage paid digital ad campaigns across social platforms and search engines.
- Ability to work well with a team.
- Excellent communication skills.

Preferred Skills:

- Familiarity with social media scheduling tools and analytics.
- Basic knowledge of website management, SEO, and content management systems.

Education and Experience:

- Bachelor's degree or 2-3 years of experience in a marketing role with a strong focus on creative content development, social media, and brand management. (Must provide a portfolio of completed projects and creative work upon application.)

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds at a time.

