



Part-time Marketing Specialist

Moms On The Run LLC is a rapidly growing national program that exists to bring fitness, fun & friendship to the lives of busy women through running-based exercise classes. The marketing employee is responsible for the development of marketing campaigns, oversight of internal and external marketing materials, and assisting with our brand strategy related to community engagement, customer recruitment and franchise sales. Hours are flexible, with some afternoon hours required. We are looking for a candidate with the ability to seasonally flex between 10 and 20 hours a week. We anticipate this could grow into a 20-30 hours a week management position in the future. For more information on our company please visit our website at www.momsontherun.com.

Responsibilities include:

- Collaborative brainstorming ideas for marketing content, promotions, and special events
- Taking the primary lead in creating and implementing marketing programs
- Assisting Management with the development of our annual marketing plan
- Coordinating marketing, advertising, and promotional activities with the Moms on the Run graphic designer and writers
- Developing and executing effective strategies using digital channels and social networks
- Manage social media accounts and contribute regular content
- Monitor, track, collect data and conduct analysis of promotional campaigns and provide reporting to evaluate effectiveness/ROI.
- Lead community engagement and sponsor recruitment efforts
- Other duties as assigned

Skills and Attributes needed:

- Degree in Marketing or equivalent experience
- Strong knowledge of current marketing concepts and technologies
- Experience working in marketing including campaigns and/or promotions
- Experience with social media management
- Proven record with creativity and innovation
- Excellent written, verbal, and interpersonal skills.
- Superior project management skills with great attention to detail and the ability to successfully manage multiple projects simultaneously
- Ability to read, understand and make recommended changes based on analytics (search engine optimization and social media campaign results)
- Discipline in working independently as well as cooperatively with a team
- Motivated self-starter with strong sense of initiative
- Flexibility and adaptability to change as the company grows

Hours, Pay and Application Process:

This position will start at \$18-22 per hour commensurate with experience and education, with opportunities for wage increases as the company grows. Benefits are limited to the extreme flexibility and ability to do what you love, and being a part of making a big difference! Applicants may submit a resume and cover letter to Karissa@momsontherun.com. Include relevant experience, passion for the role and any salary needs or scheduling requests. Top applicants will be contacted by 1/15/20.