

Work with VerSprite’s Marketing Director on executing strategy for multiple marketing programs. The ideal candidate will assist in all areas of marketing lead generation and marketing support. They will be comfortable in maintaining various marketing campaigns and have a creative skillset which enables them to brainstorm new initiatives.

## JOB DUTIES:

- Generate content for social media, email marketing, print and web campaigns
- Utilize technology to maximize monitoring efforts on digital platforms
- Edit, review and consult with team on reviewing marketing content
- Update CRM reports, manage data, and assign sales tasks
- Manage speaking engagements and event coordination among team members
- Develop web, blog content, newsletters, emails, print, and social media campaigns
- Contribute to marketing and creative brainstorm initiatives
- Identify and propose internal/external ideas and initiatives to help promote general awareness of company brand

## REQUIRED SKILLS:

- 2+ years of professional marketing experience, (internships included)
- Knowledge of Social Media Platforms and Social Media monitoring/posting tools
- Knowledge of email marketing tools - A/B testing, scheduling, list segmentation
- Experience generating marketing content (i.e., website/social media and print)
- Extremely detail oriented, ability to manage multiple priorities
- Excellent organization and time management skills
- Experience managing/executing on marketing campaigns
- Graphic design expertise
- Content creation and editing experience
- Experience with Adobe Creative Suite
- Bachelor’s Degree in relevant field

## BONUS:

Understanding of basic HTML & CSS coding  
Experience with CMS tool - ideally Wordpress  
Experience using CRM tool - ideally HubSpot

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Email your resume and cover letter to [cate@versprite.com](mailto:cate@versprite.com)