

Studio 78 Platinum Design

Title: Content Marketing, Graphic Design
Department: Marketing and Design
FLSA: Non-Exempt – Part Time
Immediate Supervisor: President
Supervises: No Supervisory Responsibilities

Position Purpose:

Assist management in the development and implementation of the company's Marketing Plan. This includes creating Content and Inbound Marketing strategies and action plans for Studio 78. Responsible for developing campaigns attracting site traffic, converting traffic into new leads and nurturing those leads to convert to new clients. Create design elements, landing pages, print materials along with writing content as needed. Responsible for maintaining and updating Studio 78's website content, blog articles and social media posts.

Develop new product offerings for Studio 78 including Content Marketing services. Create campaigns to promote all products and services to existing clients and prospects. Works with clients in support of Content Marketing Services.

Create and produce various types of graphic designs, website designs, illustrative materials, digital signage productions, and layouts for an assortment of media options including website designs. Provide assistance when needed with maintaining existing websites.

May need to work closely with clients supporting client care for products and services of Studio 78. Ensure that client interactions contribute to long term relationships and in accordance with Studio 78's Core Values.

Responsibilities:

Weight
60%

Duties

Content and Inbound Marketing

Create and manage Studio 78's marketing calendar that attracts qualified leads to our website, using inbound marketing tools such as blog posts, whitepapers, reports, infographics, etc. Grow new leads by converting site traffic through calls-to-action, landing pages and lead generation content including offers. Develop content for various campaigns.

Optimize Studio 78's website's content, marketing automation and lead nurturing processes through various means such as email and social media channels. Analyze statistics and data and provide regular reports measuring the outcomes of the campaigns.

Develop and promote content marketing services to Studio 78's clients and prospects. Provide ongoing marketing support to clients as needed.

Assist Sales Team in various business development activities, which may include tradeshows, local community events, joint prospective calling, and retention calling on existing clients. Identify opportunities for new sources of clients

20%

Digital Signage Productions and Graphic Design

Create digital signage productions as assigned. This may include developing content with the client and assembling various themes or templates using various software to create a production. Assigned projects may be client based or for internal purposes. Schedule production dates and publish production to the studio's digital signage server. Provide ongoing support to the client for interim changes as needed.

Provide design support for various graphic design assignments. This may include design and layout for corporate logos, collateral materials, website layouts, etc. Assignments may be client based or for internal purposes. Responsibilities may include all aspects of production, overseeing printing production and delivery of final product.

10%

Website Design and Landing Pages

Provide website design layouts when needed for website projects. This may include design and layout for any phase of the Studio 78 website design process. May interact with the client to ensure final website meets project requirements and client expectations.

Create landing pages as needed.

10%

Other Duties

Contributes to team effort by accomplishing related results as needed and ensure team interactions are in accordance with Studio 78's Core Values. Perform additional duties as assigned by management. Other duties may include basic website maintenance and maintenance of client documentation, proofing of various projects, proper utilization of Accelo (project management software), and ensuring all data files on PC are properly saved on the server daily. Represents the company with various clients' projects and participates in client meeting/interaction as needed.

Job Qualifications

Education: Must have a minimum of a 4-year degree from a college or university in Mass Communications which may include marketing, advertising and digital marketing.

Experience: Two years of related work experience is required.