

Job Title: Marketing & Community Manager Specialist

Company: EarthEmpower

Location: Remote

Type: Contract

About Us:

EarthEmpower is a social impact management consulting firm, established in 2017.

EarthEmpower is a women-owned and women-led company that offers a blend of diverse perspectives and innovative strategies to address contemporary social and environmental challenges. EarthEmpower is based in the U.S. and Latin America, with global experience and impact. We have executed projects in Mexico, Guatemala, El Salvador, Honduras, Rwanda, Kenya, Uganda, Brazil, Ecuador, Indonesia, Peru, Colombia, Germany, Belize, United States, Canada, Vietnam, Laos, the Dominican Republic and Cuba. EarthEmpower works closely with non-profit and for-profit clients who are seeking to expand their impact.

As a part of our work, EarthEmpower plans to launch an online store featuring eco-friendly essentials that generate social impact. The goal of the store is to reduce environmental impact, promote ethical consumption, and support diverse, socially conscious entrepreneurs in the countries where we work.

EarthEmpower is committed to fostering an inclusive and diverse work environment. We strongly encourage applications from women and non-binary people, Indigenous Peoples, people with disabilities, neurodivergent people, immigrants, members of the LGBTQIA+ community, trans people, and individuals from other historically marginalized and underrepresented groups. EarthEmpower fosters a work environment where all employees feel empowered, valued, and supported in their roles, including flexibility in work hours to meet the needs of the diverse employees.

Job Overview:

We are looking for a talented and results-driven Marketing and Community Manager Specialist to support the development and implementation of a comprehensive marketing strategy. The ideal candidate will have a strong understanding of SEO, email marketing, social media management (including LinkedIn, Instagram, Facebook, etc.), and experience in growing a business sustainably. You will play a key role in increasing brand visibility, driving traffic, and promoting our values of sustainability and ethical entrepreneurship.

Key Responsibilities:

- Develop, implement, and track the performance of marketing campaigns to grow the business in line with company values.

- Track and analyze community growth, engagement, and feedback to inform content and community management strategies
- Manage and optimize our SEO strategy to improve organic search traffic and rankings.
- Design email marketing campaigns, including list management, segmentation, and performance analysis.
- Develop and implement a community engagement strategy aligned with our company's mission.
- Manage and grow our social media presence across platforms (Instagram, Facebook, etc.).
- Create and curate content that resonates with our community, highlighting our values in environmental conservation, ethical production, and support for underrepresented entrepreneurs.
- Respond to customer inquiries, comments, and feedback in a timely, positive, and thoughtful manner.
- Foster relationships with eco-conscious influencers and partners.
- Organize and manage virtual events, webinars, and campaigns to further engage the community.
- Implement LinkedIn marketing strategies to build our professional network and increase visibility within the environmental and consulting sectors.
- Monitor marketing trends and make data-driven recommendations to adjust strategies and maximize ROI.
- Collaborate with the content team to ensure consistency across all digital channels, aligning with our brand voice and mission.
- Analyze campaign results and prepare reports on key performance indicators (KPIs), identifying opportunities for growth and improvement.
- Assist with the development of marketing materials, including blog posts, infographics, and case studies.
- Excellent communication abilities.

Ideal Qualifications:

- Proven experience as a Marketing Specialist or in a similar role, with a focus on SEO, email marketing, community management and social media marketing.
- Strong understanding of digital marketing trends and best practices, particularly in the sustainability and environmental sectors.

- Experience managing LinkedIn marketing campaigns and professional networking.
- Proficiency in email marketing platforms (e.g., Mailchimp, HubSpot) and social media management tools.
- Excellent written and verbal communication skills.
- Ability to work independently and manage multiple projects in a fast-paced environment.
- Able to communicate well through writing and speaking in English and Spanish.

Preferred Profile:

- Experience with environmentally conscious or feminist brands or consulting firms.
- Familiarity with sustainability, BIPOC, queer, feminist, and anti-colonial social movements.
- Knowledge of paid advertising on social media platforms.

To Apply:

Please send your CV/resume, a brief cover letter detailing your experience, interest in working with EarthEmpower, and a cost proposal to rachael@earthempower.com before October 23rd, 2024. We strongly encourage women and all those from historically vulnerable groups to apply.