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**BLUEION**

# We're Hiring a Junior Digital Marketer



## **BLUE ION IS LOOKING FOR A JUNIOR DIGITAL MARKETER TO JOIN OUR TEAM.**

This is a junior position, which means you're arriving with 1-3 years experience in digital marketing, specifically with paid platforms like Google Adwords, Facebook / Instagram, and others. You should be able to contribute immediately, but also be hungry to learn more and expand your skills with a great team to help coach and guide you. If you get to the end of this job description and think "hey, that's me," then we'd love to hear from you.

## Some Things You'll Be Responsible For In This Position

### PAID MEDIA MANAGEMENT

Plan and manage paid media campaigns on multiple platforms (Facebook, Adwords, etc) to accomplish client goals. You will manage these accounts on a day-to-day basis, working with the larger marketing team and client leaders to report, analyze, and implement ongoing marketing strategies.

### TRACKING FRAMEWORKS

The potential success of any campaign relies heavily on the tracking framework we have in place in order to accurately report on performance. You'll be expected to learn and understand the various platform tracking options and then work with the programming team to implement.

### DATA ANALYSIS

You'll learn how to analyze and interpret lots of data, ultimately making it simple for our clients to understand. Having a passion for numbers and data is a must!

### UX & CRO

Improving the UX typically leads to increased conversion rates. You'll be expected to learn and understand the ingredients of a good UX while continuing to test these elements with the goal of increasing conversion rates for selected KPIs.

### PRODUCTION LEADER

You should be comfortable working and collaborating with internal and external teams (clients, designers, programmers, writers, photographers, etc). This is your chance to further refine these skills by developing strong and long-term relationships with our team and our clients. The ability to take the initiative, stay organized, and push projects forward is critical in this role.

### CLIENT COMMUNICATION

In some cases, you'll be client-facing, meaning your opinion and leadership is requested - and required. You'll become comfortable reporting to clients on a regular basis, from campaign planning and setup to monthly reporting - wins, losses, and "where do we go from here."

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## How a Top Candidate Fits Our Core Values

### TAKES THE INITIATIVE

For us, this means being willing to jump in and do the work that needs to be done to move a project or process forward.

### CREATIVE APPROACHES

We strive to meet challenges with curiosity, knowing it can and will inspire and drive solutions.

### STOKES THE FIRE

We come at the world with a special kind of fire and drive that pushes boundaries and explores new territory.

### CARE FOR THE LARGER CAUSE

The work we have the opportunity to do often has the ability to help clients reach goals, build businesses, increase awareness, create connections, and be part of a greater cause.

### CULTIVATES UNDERSTANDING

We believe in respect for one another, our clients, our work, our community, and ourselves. We communicate honestly, directly, and clearly - always with a goal of mutual understanding and problem solving - even and especially when challenges arise.



**We're a full service marketing agency based in Charleston, SC and Greenville, SC. We opened our doors twenty-one years ago, and today deliver a full array of marketing services to a mix of national, regional, and local brands.**

We've developed an open, creative, and fun environment where everyone can expand their skills and reach new heights. We're currently at 24 full-time employees and enjoy being a mid-sized and tight-knit group with room to grow.

## Hybrid and Remote Work

In 2021 (and beyond), we will continue to evolve our hybrid workspace - maintaining our hubs in Charleston and Greenville for employees who wish to utilize those spaces for connection and collaboration, while offering the flexibility to manage a work from home or remote schedule. We're also open to hiring new team members in other parts of the country. We're figuring this all out along with you, and are looking for the most talented people - no matter where they live.

## Compensation

**Blue Ion believes that every team member is an instrumental part of the greater whole. If you and Blue Ion are a match, you can expect:**

- Blue Ion takes pride in paying top of the market for the position.
- Your health and happiness are important to us. Blue Ion pays 100% of health benefits up to \$350/month through company-provided health insurance. Also provided: retirement fund matching contributions up to 3%, (optional) dental insurance, (optional) eye insurance, and (optional) life insurance.
- 20 paid days off for vacation, personal or sick time plus 10 paid holidays. Increases to 25 paid days off after 3 years.
- We're proud to offer monthly and annual profit sharing bonuses for both team and individual performance based on billing. In addition, the longer team members are with us, the more shares they earn.
- Parental leave (up to 16 weeks) through paid and unpaid leave depending on longevity and circumstances.
- Celebratory events to recognize birthdays, new launches, major successes, and an end-of-year rager.
- Socially distanced team outings and virtual events - happy hours, trivia, murder mystery, yoga, etc

**Sound like a  
perfect match?**

Email your cover letter, resume, and links to project samples to [casey@blueion.com](mailto:casey@blueion.com)

