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**BLUEION**

# We're Hiring a Digital Marketer

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

Blue Ion is looking for a digital marketer to join our team and help lead a variety of clients. We're flexible on years of experience for this role. You may have 1 to 2 years or 3 to 5+ years experience. Either way, if you get to the end of this job description and think, "Hey, that's me," we'd love to hear from you.

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

### AGENCY EXPERIENCE

Ideally, you have previous agency experience with a proven track record of leading clients and successfully planning, developing and managing a variety of marketing initiatives.

### PAID MEDIA MANAGEMENT

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

### DATA ANALYSIS

You'll be expected to analyze and make sense of a mass of data and make it simple for our clients to understand. We live and die by data in the digital world, so having a passion for numbers is a must!

### TESTING & EXPERIMENTATION

We design and develop a variety of websites, marketing campaigns, and interactive experiences. You'll be expected to hypothesize on what changes would improve these experiences and work with the appropriate teams to bring these experiments to life.

### PRODUCTION LEADER

You should already be comfortable working & collaborating with internal and external teams (clients, designers, programmers, writers, photographers, etc), but this is your chance to further refine these skills by developing strong, long-term internal and external team relationships.

### TOP-NOTCH COMMUNICATION SKILLS

You'll be in a client-facing role where your opinion and leadership is requested - and required. You should be comfortable presenting to clients on a regular basis, from campaign planning & development to monthly reporting.

## How a Top Candidate Fits Our Core Values

### EXPERIENCE IN THE ABOVE WOULD BE GREAT, BUT WE'RE ALSO INTERESTED IN THE RIGHT PERSON THAT 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, initiative, or process forward, regardless of your role. If you know clearly what the need or goal is, act on it. And know that alongside you are a bunch of folks ready and willing to do the same.

#### CREATIVE APPROACHES

People come to us to solve problems creatively. That means we strive to meet challenges with curiosity, knowing it can and will inspire and drive solutions. We're brave enough to embrace what's different, to take a fresh look at our work, and always seek out new ways of tackling challenges—in our work and the world.

#### STOKES THE FIRE

As people who are passionate about what we do, we come at the world with a special kind of fire and drive. That fire and drive inspire us to do work that pushes boundaries and explores new territory. It inspires us to consistently sharpen our skills, to grow creatively, professionally, and personally, and go beyond where and what we think is possible.

#### CARE FOR THE LARGER CAUSE

Behind every client and every project we encounter, there are people working hard to reach their goals, build their businesses, and provide for their families and communities. The work we have the opportunity to do often has the ability to help clients reach their goals, build businesses, increase awareness and understanding, create meaningful, enduring connections, and be part of a greater cause or higher order purpose. That's what drives us.

#### 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. Not only does this help us grow as individuals and as a team, it's a skill that helps us better convey our thoughts and strategies to clients, teammates, and others.



# We're a full service marketing agency based in Charleston, SC and Greenville, SC. We opened our doors twenty-two 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 22 full-time employees and enjoy being a mid-sized and tight-knit group with room to grow.

## Hybrid and Remote Work

In 2022 (and beyond), we will continue to evolve our hybrid workspace—maintaining our hubs in Charleston and Greenville for employees who wish to utilize these spaces for connection and collaboration, while offering the flexibility to manage a work-from-home or remote schedule. Ultimately, we're looking for the most talented people—no matter where they live and how they prefer to work.

## Compensation & Benefits

**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.

## Intangibles

**While we work hard and always strive to be the best, you can also expect the following at Blue Ion:**

- Monthly happy hours
- Quarterly volunteering opportunities
- Blue Ion gifts for birthdays, life events and Holidays
- A yearly learning budget
- Blue Ion provided office items to make work-from-home environments more comfortable & productive
- Supportive & talented team members to help you grow
- With our mothership office in Charleston, remote team members are welcomed & encouraged to visit and work from Charleston as they want

## Sound like a perfect match?

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

