

Res Publica Group

MARKETING ASSOCIATE

Res Publica Group is a strategic communications and marketing agency helping clients own and share their brand story. Our trusted team of strategists, communicators, creatives, marketing and content experts work with private and public companies, government agencies, not-for-profits and advocacy organizations. Our culture is a highly collaborative environment where each person is a critical member of the team. Our work is dynamic and provides a range of opportunities for career development and growth.

Job Summary

We are seeking a highly motivated Marketing Associate with 2-4 years of full-time professional experience. The ideal candidate will be a creative thinker with excellent data analysis and project management skills and experience with marketing strategies such as digital, email, websites, and social media. The Marketing Associate will work closely with the Marketing Manager to execute deliverables for our clients. This is an exciting opportunity for someone to grow their career and make a significant impact within a fast-paced environment.

Responsibilities

- Support the execution of marketing plans and strategies
- Identify target audiences and the most effective ways to engage them
- Develop and author content for varied platforms including Copywriting for video scripts, website content, etc.
- Manage day-to-day social media for clients, including content planning, scheduling posts, basic content creation and community management
- Serve as a website content manager
- Implement digital strategies via paid and owned channels
- Produce regular marketing performance metrics reports
- Stay current on social and digital trends
- Support the Marketing Manager in day-to-day tasks and special projects

Qualifications

- Bachelor's degree in marketing, advertising or related field
- Professional work experience in marketing
- Strong written and verbal communication skills
- Proficiency in Microsoft Office (Word, Excel, PowerPoint), Google Analytics, digital channel business platforms, etc.
- Experience with WordPress content management a plus
- Excellent organization skills, attention to detail and multi-tasking ability

About Res Publica Group

In addition to competitive salary and benefits, we offer strong vacation and leave policies, discounted commuter and fitness benefits, regular social and philanthropic events, and professional development resources. The agency currently works in an in-office environment 4 days per week.