

## **Junior Marketing Associate**

\*\* This is a 100% remote position, East Coast preferred \*\*

### **Overview**

We're seeking an ambitious and resourceful Junior Marketing Associate to join our 100% remote Digital Marketing team. This is the perfect gig for a social media savvy, self-driven individual looking to contribute to a fast-paced startup. We're looking for a scrappy, forward-thinking, resourceful Junior Marketing Associate who is comfortable working effectively in a fast-paced environment and collaborative by nature. The right candidate for this role is a self starter who has A+ communication and follow up skills.

### **What you'll do**

Reporting to our Marketing Manager, our Junior Marketing Associate will contribute to and support our digital marketing strategy with a large focus on influencer outreach and management of our two Instagram channels.

- Support our Marketing Manager and Chief Marketing Officer in all marketing related efforts; paid social, organic social, email marketing, promotional events, new product launches.
- Organize and streamline marketing project priorities in Asana
- Manage our Influencer outreach program from A - Z
- Manually comb thru Instagram in pursuit of on-brand collaboration opportunities
- Ongoing outreach and communication with collaboration partners
- Content management and organization with collaboration partners
- Content planning for @houseofnoa\_ and little\_nomad\_ IG handles
- IG photo curation, caption writing, strategic use of hashtags, managing IG Story content, highlights
- Increase engagement by commenting on photos posted by customers - create engagement opportunities and conversation via our content
- Replying to IG DM inbox, Replying to comments on LN posted images
- Identify opportunities and drive solutions to enable efficiency, specifically thinking about automation and improved back office tools for your team

### **What we're looking for**

- Highly proficient with the Instagram platform (send us your handle in your cover letter!)
- Excellent written and verbal communication skills

- Enthusiastic, highly motivated self-starter with a strong work ethic and an intense focus on achieving results
- Strong organizational skills and collaborative team player
- Proven ability to manage relationships and drive processes, even when resources are limited
- Hungry to grow within a fast-paced company; eager to take on new tasks and help where needed
- Quick learner, with the desire to become a well rounded e-commerce marketer
- Responsible and accountable, adapts quickly and positively to change
- Excellent attention to detail

### **About the House of Noa**

We make wipe clean mats for the style obsessed (yup, that's a thing!) Our company culture is scrappy, collaborative and fun. As a small and rapidly growing start up, we are all great and rolling up our sleeves to make the magic happen. We are an equal opportunity employer and do not discriminate on the basis of race, religion, color, national origin, gender, gender identity or expression, sexual orientation, age, genetics, marital status, veteran status, or disability status.