The iA institute is seeking a creative and self-driven digital marketing strategist

The position

The digital marketing strategist will work alongside our head of marketing to implement product-based marketing campaigns and strategies, expand brand awareness, and bring more people to our digital subscription products and events. The primary tasks in this role are creative (writing marketing copy and creating digital assets) and tactical (ensuring detail consistency across campaigns and managing marketing calendars).

The job also involves:

- Delivering analytical reports that track the success of marketing/branding efforts as well as reader/subscriber engagement
- Supporting partners/advertisers with marketing/lead generation campaigns
- Growing our newsletter subscriber database through targeted marketing
- Helping editorial to better understand subscriber trends through analytics reporting

The iA institute is a small, entrepreneurial company where each member of the team holds a lot of responsibility, and relishes it. We are all doers as well as strategists. You will have a great deal of latitude to work with senior management, grow your skills and expand your role.

Who you are

- *Experienced* - 3-5 years of full-time digital marketing experience, including marketing automation, copywriting, paid social marketing, analytics and some graphic design. Education (BA/BS) is nice, but experience is better.
- *A communicator first* - You value clear, targeted communication above all else. You understand analytics, but know also that analytics is only valuable as a tool to support strong marketing efforts. And you appreciate that marketing can only be successful if it respects and responds to prospects' needs and interests.
- *A media strategist* - You have a strong background in crafting marketing campaigns that enforce and enhance brand consistency as well as clear, apt messages delivered across multiple digital marketing channels.
- *A detail manager* - You're good at tracking multiple, concurrent campaigns across time and channels. And you keep details consistent across campaigns and channels, too.
- *A collaborator with a strong independence streak* - You want to manage your own projects and you know what you have to do to earn and maintain that project ownership - i.e., strong conceptual skills, organizational skills, ability to execute, ability to assess and support your efforts with analytics reporting. A comfort level with and interest in trying - and making the case for - new kinds of campaigns.

We'd like you to have

- 3-5 years of digital marketing experience.
- Proficiency in Google Analytics, G Suite, Adobe Suite, MS Suite, and Outlook
- Strong copywriting skills paired with graphic design proficiency
- Experience with LinkedIn/Facebook paid advertising campaigns
- Familiarity with at least one marketing automation tool
- Strong organizational skills

- A desire to work in a small team / big contributor environment - i.e., high opportunity, high responsibility, high resourcefulness, high independence, high expectations

Who we are

The iA institute (iA) is a media company that produces handcrafted news, education, events and connection for the consumer and commercial credit & collections industry. Our news website and daily e-newsletter is the go-to information source for the industry and our content reaches tens of thousands of professionals each month. (www.theiainstitute.com)

Our company's mission

Those we touch should feel that we've delivered the best professional experience they've ever had.

Some of the things we believe

We believe the value of our customers' investment should be undeniable
We believe the good stuff is below the surface
We believe in nurturing authentic, meaningful and lasting relationships
We believe in accuracy, honesty, substance & relevance
We believe in handcrafted experiences
We believe in breaking new ground
We believe in communities solving problems together
We believe in going beyond the obvious
We believe in action over bitch sessions
We believe in speaking with candor but not arrogance
We believe in always passing the cringe test
We believe in challenging assumptions
We believe in being easy to work with
We believe you deserve our best efforts
We believe high-quality communication leads to good things: better mutual understanding, better regulations, better technology, and better business results.

Some of the other important deets

We offer flexibility in schedule and working remotely, a generous time-off plan, 401(k), health insurance, and snacks. If you're looking for foosball tables, softball team and regular happy hours, we're not your place. But if you want to work with nice, smart, self-driven people in a friendly, collaborative, no-politics kind of culture, we'd be a great match. We're located in Rockville, Maryland, within a 7-minute walk to the Pike & Rose area and 12-minute walk to the White Flint Metro.

Sound like something you'd like to pursue?

If the above description sounds exciting to you, we'd love to connect. Please send a well-written note, an example of your graphic design skills, and your resume to careers@theiainstitute.com. Submissions with resumes only will not be reviewed.