



### **About Oswald Marketing:**

With diverse skillsets gathered under one roof, Oswald customizes our marketing services to meet each of our clients' unique needs.

As an outstanding Women's Business Enterprise (WBE), we are truly blessed to have some of the region's sharpest, most creative minds on our team. We help our clients reach their customers and generate positive growth. Oswald proudly offers a wide array of highly effective marketing and advertising services that include traditional media placement, promotional products, an in-house embroidery facility, digital marketing, social media advertising, video production, and web design.

### **About the role:**

As the marketing specialist, your role is to be the utility player for the Oswald team. As an agency, we pride ourselves on our ability to be flexible and nimble, and expect the same out of a marketing specialist. You must be a self-starter who operates under minimal oversight and management and be willing to go out into the community to promote Oswald Marketing. With a wide variety of skills and an eagerness to learn, the marketing specialist will be responsible for the following:

### **Job Duties:**

You will report directly to our Creative Director. You will be responsible for developing and implementing social media strategies to increase brand awareness, increase followers to accounts, engage with audiences, creative project management, and drive website traffic to both the Oswald site and our customers' audiences.

- Manage all social media platforms for Oswald and their clients including Facebook, Instagram, Twitter, LinkedIn, TikTok etc
- Create and curate engaging content for social media posts, blogs, articles, newsletters, email marketing campaigns, website content, etc.
  - Both graphics and video
- Provide graphic design help to the creative team with marketing assets including social media graphics, paid media assets, etc.
- Conduct social listening to identify customer insights and sentiment
  - Interacting with customers and other stakeholders via the company's social media accounts
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a number of followers, shares, or likes and measuring a campaign's performance against the KPIs and conduct monthly reporting on those initiatives
- Client/creative project management
  - Eyes and ears of Creative Director providing daily summaries of work accomplished and timeline for entire creative team

- Gathering approvals from clients and relaying feedback to team as needed
- Working with the Oswald team and vendors to place paid media ads (social, display, SEM, etc) as needed in order to make sure campaigns are running and performing.
- Updated the Oswald Marketing and Oswald Promotions websites with regular content including blog content, new website posts, etc.
- Attend sales calls to increase social media accounts and create briefs/proposals for said prospective clients
- Research marketing trends and how they can best integrate with clients and Oswald's marketing.

**Additional Creative Duties:**

- Production Assistant
- Copywriting
- Graphic Design
- Assist Creative Director
- Client and Project Organization
- Other duties as assigned

