

Marketing Chief Job Description

Basics

- ▲ Must have 3+ years in the field of marketing and must include videography.
- ▲ Must have broad experience with social media platforms, search-engine optimization and other common digital marketing attributes.
- ▲ \$52,000 to \$68,000 total compensation (adjusted as necessary).

Job Duties

You will be working directly with the Business Development team. Your duties include-

- ▲ Taking command of the overall marketing strategy,
- ▲ Developing strategies for educational videos and podcasts including light storyboarding,
- ▲ Maintaining YouTube, Vimeo and Simplecast libraries / playlists / channels, and making recommendations for new ideas, re-shoots and other improvements,
- ▲ Developing strategies for social medial campaigns including posting and interacting with followers / subscribers,
- ▲ Developing strategies for business forum interactions including LinkedIn and Facebook, and monitoring the involvement of other Tax Associates,
- ▲ Maintaining video and recording equipment in good order, and making recommendations for improvements,
- ▲ Producing headshots for new and existing employees,
- ▲ Creating and modifying images as necessary for video production and social media postings,
- ▲ Interfacing with third-party graphic designer to create and modify current print advertising materials,
- ▲ Reviewing blog posts and other webpages for editorial considerations,
- ▲ Reviewing website layout and making recommendations for adding more social media elements and cross-linking / referencing other marketing elements,
- ▲ Interfacing with third-party digital marketing firm to coordinate marketing strategies and efforts,
- ▲ Training and leading fellow employees,
- ▲ Helping to keep the workflow moving,
- ▲ Performing office chores such as emptying dishwasher and basic tidying up (all WCG employees do this yet we do have daily janitorial service too), and
- ▲ Other tasks related to marketing.

All salaried positions must work 2,000 hours annually.

How to Apply

Please visit our website for current openings, company-paid benefits, a description of who we are and the “how do I get this cool gig?” series of steps-

wcginc.com/jobs