



Marketing Apprentice Job Description

Purpose Statement:

To empower the emerging generations with skills to lead in real life.

Job Description Overview:

Growing Leaders is looking for a recent college graduate or current college student who is passionate about equipping the next generation of life-giving leaders. This goal-oriented, relationship builder will focus on developing and implementing a variety of marketing strategies, including social media marketing, to expand the mission. This position will work directly with marketing campaigns for both events and resources, maximizing public relations opportunities and market research. Excellent communication skills (written & spoken) and an interest in marketing are a must for this position.

This position could lead to a full-time position based on the results and performance of the Apprentice.

Key Responsibilities:

- Manage multiple social media accounts including Facebook, Instagram, Twitter, YouTube, and LinkedIn
- Pull marketing reports
- Create and curate content to be posted on social media
- Engage with social media users on multiple platforms
- Develop content distribution calendars for social media platforms
- Edit podcast episodes
- Produce and edit videos within a quick timeframe
- Assist with marketing research projects as needed
- Help with email marketing – including copywriting and basic graphic design
- Develop a culture on the internal team by pursuing relationships inside our office
- Solve problems and serve people inside the Growing Leaders team

Qualifications:

- Experience in managing multiple social media profiles on multiple platforms
- Knowledgeable of strategies to increase social media engagement
- Track record of over-achieving goals
- Excited about working in a team environment
- Excellent verbal and written communications skills
- Strong listening skills
- Ability to multi-task, prioritize, and manage time effectively
- Previous experience with or knowledge of the Growing Leaders or Habitudes brands (preferred)
- Adobe Suite experience (preferred)



Work Schedule:

- This is a full time position. Standard office hours are 8:30am-5:00pm. Additionally, this position may require some travel.

Reports to:

Director of Marketing