

MARKETING COORDINATOR FOR MEDIAZILLA



This is a fantastic opportunity for a results-driven and hands-on individual to join our team at MediaZilla. We are an online video delivery platform for creative professionals. At MediaZilla, we give our members a platform to deliver projects in a secure and private manner and to create a premium viewing experience for their audiences.

As the Marketing Coordinator, you will work closely with a small, agile team and report directly to the founders. We are looking for a talented person that is interested in going above and beyond to take our marketing to the next level. This role is remote with company headquarters in California and would be well suited for someone who is familiar with a fast-paced startup work environment.

In this role, you will be responsible for implementing marketing campaigns to generate leads, acquire new customers and retain existing customers. You will do this by coordinating, planning, and executing marketing campaigns across multiple media channels. These channels include but are not limited to social media (Facebook, Twitter, Youtube, LinkedIn), email, affiliate partners, direct mail, and video.

Your job will be to take the strategic guidance and make it a reality with tactical implementation and execution. The ability to organize, plan and structure your workload in an autonomous fashion will be absolutely key to your success in this role. You'll have a lot of freedom in this role but also a lot of responsibility. We expect you to take 100% ownership in the results you produce.

The Six Non-negotiables Of This Role Are:

Copywriting. You have a natural way with words and create engaging, well written copy. You'll be crafting direct marketing campaigns across email, web, video and social media. We will expect to see samples of previous work.



Being tech-savvy. You don't need to be a technical expert but you must be tech-savvy and be able to quickly learn how to use new marketing tools and technologies. While we don't expect you to know all of the tools we use, we do expect you to be comfortable and able to pick up the concepts. Your daily tools of the trade will be CRM/CMS (HubSpot), email marketing (Robly, Mailchimp), editing tools (Adobe Creative Cloud), etc.

Our ideal candidate has basic graphic design and video creation and editing skills. You can take a concept and see it through to production which includes writing a script, doing a screen recording, and cleaning with basic video edits. You also can work in Adobe Photoshop or Adobe XD to create simple original graphics or easily modify existing ones.

Leadership potential. Initially, you'll be our only in-house marketing person but as you and the company hit growth goals, this role could morph into a marketing team leader role where you will manage a team of marketing assistants. Our team values both personal and professional development, so we are looking for someone who is hungry to learn and grow with the team.

Project management. Ideally, you've had experience in project management. A large part of this role is creating and adhering to deadlines, drafting budgets, and moving simultaneous projects forward to completion.

Being teachable and coachable. There will be a LOT of learning on the job as we do marketing very differently. There is no place here for know-it-alls. We hire based primarily on attitude.

Being a self-starter. Goals will be clearly defined from the outset. Often, it will be your job to determine what needs to happen, when and how. The attitude of continually starting things on your own is very important.

Responsibilities:

- Optimize marketing systems and processes from top of funnel awareness through to customer acquisition.
- Optimize the customer experience and increase customer LTV.
- Create and manage the content calendar.



- Build out email marketing campaigns, sequences and newsletters.
- Build high-value content assets and repurpose them across media channels.
- Build out a social media strategy and deliver consistent social media content and engagement.
- Manage 3rd party affiliate and vendor relationships.
- Spearhead webinars and other lead generating activities
- KPI reporting and analysis. What gets measured gets managed.

Perks Of The Job:

- This is a 100% remote position.
- Flexible work hours. You'll have the ability to create your own schedule.
- Gain management and marketing experience
- This role starts at 20 hour per week with the potential for full time after an initial 1-3 month period.

HOW TO APPLY:

Send CV to Carolyn Esposito at HR@successwise.com along with approximately 400 words on why MediaZilla and what interests you in this role. Apply by Friday, May 7.

NEXT STEPS:

If you're a fit, we'll send you a Content Task to perform. Please complete accordingly. If we like what you've done, we'll follow up with a Zoom interview.