

United States Jobs Expertini®

Podcast Marketing Assistant

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Company: 24 Seven Talent

Location: United States

Category: other-general

Our client, a leader in podcasting, is looking for a jr level Marketing Specialist. This person should have a passion for Latin/Hispanic/Latinx culture and comedy and is responsible for assisting in the development, execution and monitoring of the marketing tactics for the podcast. Mostly remote – will require some onsite in Burbank occasionally. Ideal candidates live in commutable to LA Hourly rate \$30/hr (w2) 40hrs a week Ongoing assignment, no set end date

Job Responsibilities:

- Responsible for managing effective podcast marketing campaigns
- Provide day-to-day promotional support
- Work collaboratively with production, sales, public relations, legal, digital and content creation teams
- Execute paid media campaigns to support new and existing podcasts
- Manage any specialty social media campaigns (contests, sweepstakes, etc)
- Prepare monthly updates, bench marking success of all podcast promotional efforts and review analytics to provide insights
- Availability to update channels and respond on weekends and evenings as needed

Requirements:

- BA/BS degree in Marketing, Journalism, Communications or related field
- At least 2 years of post-graduation digital marketing experience
- Knowledge of digital and social media trends
- Comfortable working with a variety of reporting dashboards and listening tools
- Must have superior time management skills and communication skills
- Proficiency in MS Office and G Suite, Adobe: Photoshop a plus

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