

Entrepreneurial-Minded Kick-Ass Marketing Manager

(Part-Time/Contract)

Lure Agency is a Hospitality B2B marketing agency that helps clients in the hospitality sector increase their revenue by building human connections through tailored strategies.

We are all about R & R (relationships and revenue).

We work with independent resorts, tech companies, and other businesses in the hospitality industry to bring life their sales and marketing efforts.

Our team of master mixologists is here to help our clients win by providing a collaborative journey and secret sauce to concoct success stories that build long-lasting relationships.

We are looking for a kick-ass marketing manager to grow with us.

Role Description

This is a contract-based Marketing Manager role for Lure Agency.

The Marketing Manager will assist in planning and executing marketing programs, including social media, email marketing, and content marketing.

The Marketing Manager will also be responsible for various other administrative tasks.

This is a remote role.

The ideal candidate is entrepreneurial with a "go get-em" attitude.

We are a small, scrappy agency poised for growth. We are looking for someone to grow alongside us in a long-term contract position. Think of this as an opportunity to grow your own marketing business, within the eco-system of Lure Agency.

Qualifications

- No degree is required, but an **attitude of constant learning and evolution is a must.**
- Experience in digital marketing, including social media, email marketing, and content marketing

- Strong writing skills
- Experience with light video editing
- Excellent organizational, communication, and project management skills
- Ability to work independently and collaboratively in a remote team environment
- Experience with the hospitality industry is a plus
- Experience in B2B is a plus
- SEO experience is a plus
- Proficient in Google products (Docs, Sheets, Drive), Canva, and Wordpress.

Responsibilities

As a Marketing Manager at Lure Agency, your primary duties will include but are not limited to:

- A willingness to think outside the box, share and implement ideas that can be mutually beneficial.
- Assisting in the development and implementation of marketing strategies to effectively promote our clients' services and products.
- Scheduling content to LinkedIn company pages 1-2 times per month using Vista Social.
- Collaborating with the marketing team to produce content for blogs and press releases
- Supporting the team with administrative tasks, including scheduling, coordination, and project tracking through Asana.
- Staying up-to-date with the latest marketing trends and tools to contribute to the team's innovation and efficiency.

Tools used: Constant Contact's Lead Gen + CRM Tool (previously known as Sharpspring), Asana, Vista Social, ChatGPT, Opus Clip, Lumen5, Descript, Uplead

Examples of project work include:

- Using AI tools to convert video transcripts to text for blog content
- Create social media posts (Reels, static, engagement, etc)
- Converting video content into Reels using AI tool Opus Clip, once per month
- List building using specific parameters through the list-building tool Uplead.

Expect to work as few as a few hours a month to several hours per week.

Compensation

Compensation is 12% of the retainer per client and will vary depending on the project load, starting at ~ \$1000 per month).

Benefits

- **Flexible Work Environment:** Enjoy the flexibility of working remotely, allowing for a work-life balance that suits your lifestyle.
- **Professional Growth:** As a company poised for growth, you'll have the opportunity to take on new challenges, learn new skills, and grow professionally within the industry.
- **Collaborative Culture:** Join a team that values collaboration, creativity, and the sharing of ideas to achieve the best results for our clients.
- **Continuous Learning:** We support our team members' growth through access to online courses, workshops, and webinars to ensure you stay at the forefront of marketing trends.

Our Core Values

We are a people-first agency. Our goal is to work with like-minded individuals.

Here are the values by which we operate:

- **Relationships First** - Nothing is more important than family, partners, and colleagues.
- **Strategic Accountability** - We prioritize outcomes over deliverables with brutal honesty.
- **Technology meets Creativity** - Effective marketing requires both science and soul.
- **Extreme Transparency** - Our sauce is never secret. We love sharing.
- **K9-like Agility** - When circumstances change, so must we.

How to Apply

If you're ready to kick ass and take names in the marketing world with Lure Agency, leave a message in the form or email hello@lureagency.com

- Include a short note about why you'd be the perfect fit for this job - don't be bashful, get creative!
- Links to any previous work or projects that demonstrate your marketing prowess.
- Your availability to start and preferred working hours.