

Position: Digital Marketing Assistant

To Apply: Send your resume and a brief coverletter highlighting your key experiences to:
dakota@meyersenterprises.com

Summary: This is an entry-level role at an advertising agency. It is a growth-oriented role that is designed for you to develop the skills and experiences necessary to pursue a career in advertising. In this role, you may also develop skills related to sales, vendor management, data analytics, and finance.

About Us: Meyers Enterprises is a start-up advertising agency based in Hoisington, KS. We work with companies across the US. We help businesses meet sales and revenue goals through both digital and traditional advertising, including Paid Search, Social, Display, Email, TV, OOH, and Print Media. We also provide advisory in analytics, website tagging, website building, reporting, and communications.

Role Description:

You will be the first employee of a start-up agency. So this role will be very multi-faceted and should give you exposure to a broad array of skills and experiences. Key responsibilities may include:

- Report building in Google Slides and Google Looker (Datastudio)
- Campaign setup and optimization in Google Ads, Facebook Ads, Twitter Ads, LinkedIn Ads, and other platforms.
- Vendor management for traditional media vendors
- Sales outreach, cold calling, and development of sales materials for Meyers Enterprises' advertising services.
- Using Canva and other graphic design platforms to develop materials for clients
- Newsletter curation and news monitoring (monitoring news publications for mentions of key clients and curating these articles into daily or weekly newsletters).
- Social media content development, replying to users on social media on behalf of brands, social group moderation, and similar social management activities.
- Various assistant and office manager tasks including typing, data entry, scheduling, etc.

Pay: \$20/hour - 1099 contractor income

Hours: ~20 hours per week to start. Your schedule will largely be variable and flexible.

Benefits:

- 2 weeks/year paid vacation
 - Paid equal to average weekly pay. Accrued after six months of work.
- Flexible additional unpaid vacation
- Flexible scheduling
- Hybrid work, some working from home
- Casual office environment

What We're Looking For

This is an entry-level role, so we do not require particular skills or experience. However, here are some things that will put you ahead:

- Good quantitative reasoning and analytical capabilities. Experience with quantitative analytics or programming and/or good grades in mathematics or other quantitative classes.
- Good people skills. Prior experience with sales or cold calling is a plus.
- Good attention to detail. Ability to proofread reports, create sleek, nice-looking presentations in Google Slides (similar to PowerPoint).
- Experience with Canva or any other graphic design is a plus.
- Active/heavy usage of social media is a plus.

All ages 16+ are encouraged to apply. We may be open to hiring a high-achieving highschool senior.

Relocation

We understand that many people in this area who are looking for entry level roles may be planning to relocate to another area at some point in time (after you've gotten your degree, etc). We do not require a commitment to stay in this area, but preference will be given to candidates who are at least open to staying in the area in the longer term, especially if this role develops into a full time position.

For BCCC students: we are open to retaining you as a remote employee if you choose to continue studies at a four year university. However, similar to the above, slight preference will be given to candidates who are willing to delay those plans if this role develops into a full time position.

Additionally, we are a Hoisington company. While we do not require candidates to live in Hoisington, we may give slight preference to candidates who do.

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