



# MARKETING ASSISTANT

## Position Overview:

The Marketing Assistant will play a key role in enhancing our digital presence through web design, graphic design, and digital marketing strategies. This role requires a creative individual with a strong understanding of web design principles, graphic design expertise, and experience managing Social Media and Google Ads campaigns.

## Key Responsibilities:

- **Web Design & Development:** Design and develop responsive, user-friendly websites using platforms using WordPress. Ensure that all designs align with brand guidelines and are optimized for performance and SEO.
- **Graphic Design:** Create visually appealing graphics for websites, social media, ads, and other digital marketing materials. Experience with Adobe Creative Suite (Photoshop, Illustrator, etc.) is essential.
- **Social Media Management:** Plan, execute, and manage posts for AT Sports owned platforms.
- **Google Ads Management:** Plan, execute, and optimize Google Ads campaigns to drive targeted traffic and conversions. Monitor campaign performance, adjust bids, and refine ad copy to achieve the best ROI.
- **SEO & Content Optimization:** Collaborate with the team to ensure that all web content is optimized for search engines and aligns with overall digital marketing strategies.
- **Collaboration & Communication:** Work closely with the Marketing Manager to ensure cohesive and effective digital marketing efforts and implementing innovative campaigns.



### **Qualifications:**

- Proven experience in web design and development, with a strong portfolio showcasing previous work.
- Proficiency in graphic design software (Adobe Creative Suite, etc.).
- Experience managing Social Media & Google Ads campaigns with a track record of success.
- Solid understanding of SEO principles and best practices.
- Excellent communication skills, both written and verbal.
- Ability to work independently and manage multiple projects simultaneously.
- Attention to detail and a passion for delivering high-quality work.

### **What We Offer:**

- Competitive salary based on experience
- Flexible work environment
- Opportunities for professional growth and development
- Collaborative and supportive team culture
- Access to the latest tools and technologies in digital marketing

### **Schedule:**

- Part-Time with Full-Time potential
- 9:00AM-2:00PM Monday-Thursday

How to Apply: If you're a creative and strategic thinker with a passion for digital marketing and design, we want to hear from you! Please submit your resume to [malory@atsports.com](mailto:malory@atsports.com)