



Marketing Specialist

Division:	Marketing	Reports To:	Director of Marketing
Location:	Denver, CO	Position Type:	Full-Time
FLSA Status:	Exempt	Travel Required:	Moderate

Position Summary

The Marketing Specialist at Aerie will play a vital role in expanding our online presence through innovative and engaging digital content. You will be responsible for developing and managing social media strategies, executing impactful marketing campaigns, and collaborating with our web developer and graphic designer to maintain and enhance our website. By creating compelling posts, blogs, and videos, you will help strengthen our brand, grow our audience, and drive meaningful engagement. This is an exciting opportunity for a creative and motivated individual to make an immediate difference within our team. **This position requires candidates to be located in Denver, CO.**

Role & Responsibilities

Social Media Strategy & Management:

- Develop and implement strategies to grow engagement and followers across Facebook, Instagram, TikTok, LinkedIn, and other platforms.
- Create dynamic and shareable social media posts, videos, and graphics tailored to specific audiences.
- Track performance metrics and provide actionable insights to increase performance.

Marketing Campaigns:

- Plan, organize, and execute marketing campaigns aligned with organizational objectives.
- Measure campaign success and produce reports with key insights and recommendations.

Website Updates & Collaboration:

- Partner with the web developer and graphic designer to update, modify, or enhance website content to reflect campaigns and branding.
- Ensure the website remains user-friendly, relevant, and visually appealing.

Content Creation:

- Source and curate high-quality, on-brand marketing photos for digital and social



media use.

- Write engaging blogs and articles that align with company goals and boost SEO ranking.
- Produce engaging videos tailored to different social media platforms to promote key initiatives and campaigns.

Brand Consistency:

- Maintain and adhere to brand voice and visuals across all digital channels.
- Innovate with fresh ideas to create a consistent and attractive brand presence.

Experience

- Proven expertise in social media marketing, content creation, and platform best practices.
- Skilled in graphic design tools (Adobe Photoshop, Illustrator, Canva).
- Proficient in video editing and creation (Adobe Premiere, Final Cut Pro).
- Familiarity with website editing and HubSpot CMS.
- Strong writing skills for blogs, posts, and captions.
- Ability to source, edit, and manage multimedia content.
- Knowledge of basic SEO principles.
- Educational background in Marketing, Communications, or Graphic Design is preferred.
- Detail-oriented, with a strong work ethic and ability to meet deadlines.

Compensation

- Base Salary 55k – 75k (Depending on previous experience)
- Full Health & Dental Benefits
- Simple IRA Retirement w/Company Match
- Quarterly & Yearly Bonus.

Diversity, Equity, and Inclusion

At Aerie, we are committed to fostering diversity and inclusion in our workforce. We encourage individuals from all backgrounds, including people of color, minorities, and members of the LGBTQ+ community, to apply. We strive to create a workplace where all team members can excel and bring their authentic selves to work every day.



Application Process

If you're ready to contribute your expertise and passion to our growing team, please send your **resume** and **2 content & design** pieces to sfisher@aerieconsulting.com.

Be sure to highlight your unique qualifications, what sets you apart as a candidate, and include your salary expectations. We look forward to reviewing your application!