

Digital Marketing Assistant

About Us

Avatar Partners (www.avatarpartners.com) is a leading North American Extended Reality software provider for Government and Industry with headquarters in Irvine, CA. We specialize in best-in-class immersive reality solutions that Simplify Complex Systems™ to increase the efficiency, safety and effectiveness of equipment, systems, and processes.

Job Description

This is a full-time position based in Irvine, CA. This position is responsible for creating, writing and publishing marketing content for social media, websites, email campaigns, virtual events and tradeshow. The position requires someone creative who can wordsmith and write creative marketing content for business software solutions and software, as well as provide input to video and image content for routine posting on social media. Must be a quick learner with familiarity in technologies for businesses such as Augmented Reality, Mixed Reality, and Virtual Reality, or can quickly learn it and related concepts including Artificial Intelligence, IoT and Metaverse.

Responsibilities

- Develop and manage marketing and social media calendars
- Routinely post content and maintain all social media channels including LinkedIn, Instagram, YouTube, Facebook
- Write and publish Press Releases and social media content
- Develop marketing materials for print and electronic use
- Coordinate with video creators to publish marketing video and image content
- Maintain Website Content (WordPress)
- Manage email campaigns (Salesforce and Mailchimp)
- Coordinate tradeshow and webinar content and materials
- Coordinate tasks and deliverables of key Partner relationships
- Maintain groups and clean records in SalesForce CRM
- Research websites and publications for potential article submission
- Update PPT marketing slide decks
- Set up appointments with Sales team from social media leads
- Coordinate Nominations, Request for Speaker, Media Requests, Podcast requests etc
- Support Leadership and Sales staff as needed
- Answer company phone during business hours and route calls to appropriate personnel

Requirements

- 3+ years Digital / Social Media Marketing Administrator in the technology industry (business to business)
- 1+ year experience maintaining websites in WordPress

- Excellent creative writing skills
- Proficient knowledge of PowerPoint
- Self-Starter and proactive requiring minimal hands-on management
- Able to think 5 steps ahead of Sales Team and have solutions in place before they are anticipated
- Top-notch communication skills
- Flexible and adaptable self-starter with strong relationship skills
- Positive, collaborative and team-oriented attitude
- Excellent problem solving and critical thinking skills
- Demonstrated ability to think outside the box
- Extremely detail-oriented with impeccable follow-through
- Works well in a demanding and fast-paced office environment
- Superior work ethic with impeccable attendance and punctuality
- Able to prioritize tasks effectively
- Consistently execute plans with a high level of accuracy and quality

Desirable Qualifications

- 4-year college degree in business or equivalent experience
- Experience with Salesforce
- Experience with MailChimp

Benefits

- Competitive Salary
- Competitive Benefits: Health, Vision, Dental & Chiro
- PTO Time
- Sick Time
- Health Insurance
- 401K
- Growth opportunity!

Avatar Partners, Inc. is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.