

Digital Marketing Specialist (Independent Contractor)

About the Position

Enterprivacy Consulting Group is a growing consulting business that needs the skills of a dedicated marketing professional. In this position, you'll develop and manage the execution of a marketing strategy that supports business growth and enhances brand awareness for Enterprivacy Consulting Group and related businesses and projects. Current projects include

- Consulting and training services
- Software that facilitate generating privacy notices for websites and companies
- A forthcoming book on Strategic Privacy by Design
- A forthcoming e-learning course on Strategic Privacy by Design
- Microdesic, Inc., a digital currency company
- Privacy Manatee

Responsibilities

- Manage marketing efforts for multiple initiatives at the same time
- Manage multiple social media accounts
- Run digital advertising campaign (Google, Bing, etc...) including budgeting and ROI
- Write and edit articles, press releases, white papers, blogs, and more
- Create print marketing material for physical distribution
- Create landing pages designed for conversion of website visitors

Preferred Skills

More important than any of the specific skills is the ability and willingness to learn and grow in the position, therefore a premium will be placed on learning capacity and intellectual curiosity.

- 1 to 2 years of professional marketing experience
- Strong communication and copyediting skills, attention to detail
- Self starter and willingness to learn and grow - candidate should look for opportunities for improvement outside assigned tasks
- Ability to recognize shortcomings and cognitive biases and works to overcome them
- Knowledge and passion in some non-marketing area of interest
- **Technology Skills**
 - WordPress
 - Working knowledge of HTML, CSS, responsive design and WCAG
 - Office applications
 - Social media platforms (Twitter, Facebook, Instagram, LinkedIn)
 - Google AdWords Certified, familiarity with Bing, Twitter, Facebook, LinkedIn and other ad platforms
 - Some graphic design

- Interest in privacy or security is a bonus

Benefits

- A growing company means you can grow the position with the business
- Work from home, flexible work schedule