

Job Title: Marketing Assistant

Company: Optimus Broadband, LLC

Location: Remote with occasional mandatory in person meetings within Grand Junction

Job Type: Part-Time (Approx. 20 hours per week)

Compensation: \$17 - \$21 per hour, depending on experience

About Us:

Optimus Broadband, LLC is a small local telecommunications company dedicated to providing high-speed internet and reliable communication services. We are looking for a dynamic and motivated Marketing Assistant to join our team and help drive brand awareness, engagement, and growth across multiple platforms.

Position Overview:

The Marketing Assistant will support Management in the execution of various marketing campaigns, manage our online presence, assist with event coordination, and provide creative input for expanding our reach. This role is ideal for someone with a passion for digital marketing and communications who is eager to gain hands-on experience in a fast-paced industry.

Key Responsibilities:

- **Social Media Management:** Develop, schedule, and publish engaging content across social media platforms (Facebook, Instagram, etc.).
- **Website Maintenance:** Regularly update content on the company website to ensure accuracy and relevance.
- **Marketing Campaigns:** Assist in the planning, execution, and analysis of marketing campaigns across digital and print channels.
- **Event Support:** Help plan and manage company events, trade shows, and community outreach initiatives. This includes logistics, promotional material creation, and on-site support.
- **Content Creation:** Write and design marketing materials such as newsletters, blog posts, social media graphics, and promotional materials.
- **Analytics & Reporting:** Monitor social media and website performance, track key metrics, and prepare reports to measure the success of marketing efforts.
- **Customer Engagement:** Respond to customer inquiries on social media, participate in online discussions, and foster positive relationships with clients and community partners.
- **Market Research:** Stay up-to-date with industry trends, competitor activities, and audience preferences to provide strategic input into marketing efforts.
- **Administrative Support:** Assist with administrative tasks as needed, including data entry, email campaigns, and updating the marketing calendar.

Qualifications:

- Previous experience in marketing, social media management, or a related field is preferred.
- Strong written and verbal communication skills.
- Familiarity with digital marketing tools, such as social media management platforms, website CMS (WordPress), and email marketing tools (MailChimp).
- Basic knowledge of graphic design software (e.g., Canva, Adobe Creative Suite) is a plus.
- Ability to work independently, manage multiple projects, and meet deadlines.
- Strong attention to detail and organizational skills.
- Willingness to occasionally work flexible hours, including attending events outside of normal working hours.

Benefits:

- Flexible part-time schedule (20 hours per week).
- Opportunity for growth and professional development in a thriving industry.
- Collaborative and supportive work environment.
- Competitive hourly pay between \$17 - \$21 based on experience.

If you're passionate about marketing and are eager to contribute to growing a telecommunications company, we encourage you to apply!

To Apply:

Please submit your resume, cover letter, and any relevant work samples to **info@optimusnet.us**

We look forward to hearing from you!