

# Candie Fisher

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## Marketing Coordinator

### Description

Are you a creative content whiz who executes like a freaking BOSS with the mega-hustle needed to jump on all the incredible and seriously fun opportunities we have before us? Do you have a passion for health & wellness? We want someone who will grow with us for the long-term, and will thrive in our get-shit-done, results-driven, yet caring, relationship-focused culture that places high value on conscious and effective communication. We are a tight-knit team that likes to laugh a lot and have fun. We look for continuous learners who are always self-improving.

### Responsibilities

You'll be doing the on-the-ground execution on our marketing strategy, and working in close collaboration with our CEO on things including but not limited to (this is a startup, y'all! 🤪🤪)

### Social Media

- **Instagram:** help us develop content strategy and create visuals + copy for posts; drive the cocreation of a Story & IG Live strategy; engage our community with personal and thoughtful comments; manage brand partnerships and giveaways; answer DMs; understand enough about social metrics to be able to drive decisions by numbers and simple analysis; and generally be an Instagram ROCKSTAR!
- **Facebook:** develop content for posts, maintain and build engagement in our AdaptoFans Facebook Group, identify key KPIs for both the Page and the Group and execute according to those KPIs.
- **Other channels:** You get to pitch us on other social media platforms as you see fit—should we be on Pinterest? Sell it to us, baby, and make it happen!

**Content creation:** photography and copywriting for social and beyond

**Influencer & affiliate marketing:** working with other members of the team & consultants, cocreate an influencer strategy; & build out and execute on an epic affiliate marketing program.

**Support PR execution:** manage our PR agency to ensure that key deliverables are met

**Loyalty & Retention:** working with other members of the team, execute on an epic loyalty and retention program to delight our customers.

**Retail onboarding & support:** we are highly e-commerce focused for at least 2019, but have a steady stream of incoming requests from retailers wanting to carry our products. You'd be responsible for getting them on-boarded and familiar with our online portal and taking care of their needs on an ongoing basis

**Field marketing management:** we have a short-list of retailers that we will be supporting more closely and doing regular demos at; you will be responsible for developing the field marketing strategy, ensuring they are up to date on talking points, getting them marketing collateral, etc.

### Qualifications

### Hiring organization

Candie Fisher

### Job Location

Boulder, CO

### Date posted

March 6, 2019

### Valid through

April 23, 2019

- 2-4 years Marketing experience with a focus on content strategy execution, including social media management, content creation and project management
- Creativity (duh duh duh). Be 80% creative, 20% analytical. Enough that you can apply data to drive creative decisions
- Copywriting with the ability to adopt our brand voice
- Adobe Suite basic-level skills desired
- Photography
- Hustle hustle hustle. This is one of those things that if you jump on it and fully own it, and work your ever-living butt off, you can make a HUGE positive impact on the world, earn equity, quickly grow into higher-level positions, and beyond. We're looking for the one with the spark in their eyes and the hustle in their bones that are ready to NAIL IT with us.
- SENSE OF HUMOR A MUST. Like, be really funny.

**BONUS POINTS:** Production-level design. For example, when we need to turn out a quick graphic for an email to our list or ad creative with overlaid text, etc.

## Apply Here

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