



Company Overview

Forthright, a division of market research and strategy agency Bovitz, Inc., is a fast-growing online community of consumers who have opted in to earn monetary rewards through participation in polls, in-depth interviews and other opinion research activities. Forthright earns fees by creating and facilitating valuable research participation opportunities for its members.

Digital Marketing Associate Job Description

Forthright is seeking a community minded, Digital Marketing Associate to join our team! This position will work alongside the project's business leads to develop and execute marketing strategies and tactics that drive site traffic, conversions (sign-ups), user retention, and community development. User recruitment efforts will build upon existing advertising tests by crafting new campaigns for existing channels, optimizing conversion funnels, and experimenting with new channels and sign-up flows. As the primary marketing role on the project, this position will have a large effect on its success and growth. This position will also support the day to day operations of the project, including project management, administrative duties, and user support.

Responsibilities

User Acquisition & Marketing

- Collaborate with project team members to execute and refine marketing strategies and initiatives
- Track KPIs and optimize performance across campaigns, sources, and landing pages
- Develop copy and creatives for ongoing marketing strategy across digital campaigns
- Report monthly on ongoing marketing efforts

Community Management

- Build online presence of Forthright and associated products
- Provide timely user support to our members on an ongoing basis
- Develop and maintain content calendar for Forthright blog and social media channels
- Manage retention and reactivation efforts through various touchpoints and specialized campaigns

Project Management & Admin

- Project management for internal and external users in the research community
- Other administrative tasks

Requirements

- Bachelor's degree in Marketing, Advertising or related field
- Minimum of 2-3 years of experience in digital marketing
- Experience working with online communities and driving engagement through various channels (blog, social, email)
- Strong written and verbal communication skills

Successful candidates will also possess

- The ability to manage and prioritize multiple tasks while maintaining attention to detail
- A self-starter mindset and the ability to grow and learn as the position dictates

- Experience with Google Analytics and other web analytics platforms
- Experience using data & analytics to inform marketing initiatives and decision making
- Design skills (a plus)
- Familiarity with Zendesk, HTML and/or website design (a plus)

What We Offer

Bovitz recognizes that employees are our most important asset. The competitive compensation package and broad range of benefits extended to our employees directly reflects the value placed on their importance to our success. The compensation package includes:

- Competitive salary
- 401(k)
- Merit-based bonuses
- Opportunity for incentive compensation

Employee Benefits Include

- We offer 100% medical/dental coverage on many PPO plans
- Paid vacation (two weeks annually)
- A generous holiday schedule, including three summer days and the week between Christmas and New Year's Day
- Work-at-home Fridays
- Numerous company sponsored events and activities

From happy hours to Mario Kart tournaments, we pride ourselves on being a great place not only to work, but also to grow and thrive personally and professionally.

Next Steps

If Bovitz, Inc. sounds like a place you would enjoy coming to work every day, consider joining our team. Submit a cover letter tailored to the position along with your resume to careers@bovitzinc.com. Please visit us at www.bovitzinc.com and www.beforthright.com to learn more.