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@aliado.studio

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Marketing & Content Strategist

Overview

Aliado Studio is looking for a customer-centric, creative marketing lead to join our team. This role is equal parts brand and marketing strategy, copywriting, content creation, and coordination. We are looking for a team member that thrives on leading multiple brands in the ethical brand space.

About Aliado Studio

We are a triple bottom line brand and marketing studio solely committed to helping changemaker brands thrive.

Our studio serves a wide range of impact-driven clients including small business, startups, non-profit, and medium to large organizations. We build ethical, eco, and socially-conscious brands and marketing campaigns that connect customers to business values.

About the Role

You will be part of a growing team that is committed to helping each client tell their impact-centered story.

You'll stay up to date on each client's industry, competitive landscape and marketing initiatives to present campaign concepts and strategy-driven messaging that supports meaningful goals. You'll be working on brands that range from eco-friendly fashion and CPG startups, to community building B2B and nonprofit organizations.

Our team is small and nimble, with big hearts and kindness all around. We encourage women, BIPOC, and those with strong social values to join our team.

What you'll do

- Successfully translate brand voice and creative expression into content that converts digitally and physically, working closely with creative, packaging, and brand management teams.
- Communicate performance insights, test learnings, and develop acquisition strategies
- Write beautiful, strategy-lead copy for a wide range of functions such as ecommerce, retail packaging, marketing collateral, presentations, blogs, social media, and email marketing.
- Lead brand strategy efforts in initial stages of business development including brand identity, customer journey mapping, and website wireframing.



- Coordinate with design teams in developing creative campaigns across all digital and physical marketing channels for brands small and large.

Ideal Candidate

- Loves working with small teams that make major impact
- Excellent verbal and written communication skills with a willingness to explore multiple styles of writing
- Thrives on working remotely, but collaboratively
- Is a kind, compassionate leader
- Has a willingness to learn and push boundaries, and enjoys being resourceful when it comes to new challenges
- Above all, wants to make a difference in the lives of tenacious entrepreneurs and businesses that are willing to put in the hard work to change the world for the better

Bonus

- Experience working with CPG brands
- Looking to make the world a better place – supporting eco and ethical ideologies

Qualifications

- 3-5 years of marketing experience at a brand agency, consumer brands company, or in-house marketing team
- Highly skilled in Facebook Business Manager, Google Ads Manager & Google Analytics
- Project management maven, willing to take on tasks at any size and level
- Thrives in a growing company environment
- Strong understanding of how creative components affect outcomes
- Bachelor's degree in Business, Marketing, Communications, or related field

Benefits Highlights

At Aliado we're committed to the well-being of our employees, and strive to create a workplace that fosters both personal and professional growth.

Contract employees receive:

- Long-term partnership

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- Remote working environment (we are a group of world travelers and value our time off to live life to its fullest).
- Paid ongoing skills training & professional development
- Paid creative days
- Paid sick days

Time Commitment

- This is a freelance/contract position, but may evolve into a full-time position with the right candidate.
- Starting hours will be between 20-30 hours per week as a retainer contract.
- Must be available to work between (mostly) typical business hours throughout the week
- This is a remote position – Candidates in Detroit are encouraged to apply, although we are open to all USA based candidates

How to Apply

Please contact Casey Shagena at casey@aliado.studio and include your past work experience, hourly rate, availability, and sample work or website.