



Marketing Specialist

Overview

At B2 Collaborative, we help vacation rental industry brands organize, align, and expand their digital marketing, sales, and service programs. The **Marketing Specialist** must possess a high level of autonomy, ownership, and organization to ensure we're meeting or exceeding the client's expectations at every turn.

The MS owns marketing deliverables and projects assigned to them confidently, which will require the MS to seamlessly integrate with cross-functional teams across multiple brands.

Otherwise described as a marketing project manager, the MS is intimately involved in client-related projects and helps bring deliverables to completion on time and as expected. Daily responsibilities include scoping new projects, copywriting, creative direction, evaluating KPIs, organizing tasks in agency platforms, and executing ongoing marketing deliverables.

Skills

The ideal candidate is a self-starter who thinks critically in real time, and delivers information—good, bad, or indifferent—with finesse. The MS is exceptionally organized, communicative, enjoys collaboration, knows when to delegate, and knows when to bring a task to the finish line.

Platforms

While experience in all of our preferred platforms is not essential, learning, adopting, and championing new platforms quickly and effectively is required.

- HubSpot Marketing Hub
- HubSpot Sales Hub
- Asana
- Google Analytics
- Google Suite
- Loomly
- WordPress
- Canva

Responsibilities

- Champions internal processes and platforms, and works closely with the agency's Customer Success Manager(s) and internal Marketing Manager to prioritize and scope new requests
- Ensures all projects and deliverables are delivered on time, as expected, and within the scope of the client agreement
- Maintains a visible, centralized log of meeting notes, action items, and open requests



- Oversees HubSpot and WordPress marketing operations for clients, including email deployment, light copywriting, form creation, image sourcing, minor updates, and related tasks
- Oversees social media management on behalf of assigned clients, including: ideation, vetting approvals, posting, social listening, and community management
- Analyzes KPIs, interprets results, and shares meaningful insights and recommendations internally
- Manages large projects from concept to completion
- Upskills marketing and/or industry knowledge as it relates to client needs and agency specializations
- Supports B2 team with agency- and client-related duties as assigned

Qualifications

- Bachelor's degree in marketing, communications, or related field
- Minimum seven years of professional marketing experience
- Minimum two years experience managing a book of business/account management for a digital marketing agency or similar field
- Excellent written and oral communication, as well as active listening skills
- Comfortable communicating with clients by whatever means are most effective, including phone, email, or text
- Inquisitive, resourceful, and positive attitude
- Strong organizational skills and attention to detail
- High level understanding of the digital marketing ecosystem
- Proven ability to manage multiple competing priorities
- Experience within each of our primary platforms preferred

Compensation

- 100% remote position
- Up to 20 hours per week
- As an independent contractor, you'll enjoy the flexibility to set your own schedule and work from anywhere