

# Marketing & Communications Expert

Masterson Equine Services (MES) is a fast-growing, international equine and canine bodywork education business located in Fairfield, Iowa. We are seeking a seasoned professional to manage company-wide program marketing.

This person will create marketing campaigns for equine and canine courses, special events, and products, as well as our brand, to ensure the success and growth of the Masterson Method business. Ideally, this person is a Masterson Method Certified Practitioner or Fieldwork Student who is experienced with the subject matter (Masterson Method bodywork).

This person will work both independently and as part of a team with other staff; all work will be conducted remotely. The contract is paid hourly commensurate with skill level and experience. Anticipating 10-20 hours per week.

## JOB DUTIES:

### 50% Marketing

- Brand marketing campaign
- Canine marketing campaign
- Social media strategy oversight
- Website design/layout proposal
- YouTube design/layout proposal
- Google AdWords and Analytics

### 50% Communications

- Constant contact emails: monthly newsletters, promotional emails, recurring emails
- Abandoned shopping cart emails
- Website blog

## QUALIFICATIONS:

Marketing experience 3+ years

Expert in content strategy across communication mediums (web-based, social media, email)

Ability to create compelling marketing emails

Ability to navigate and manage Google AdWords and Analytics

Brand and product marketing experience

Proficient with design skills, including graphics, photo-editing, and video-editing

Excellent, clear communication skills via email and phone

Strong Team player

TO APPLY: To apply, submit your resume, cover letter, and samples of your work to Kait Willer, Chief Operations Officer, at [kait@mastersonmethod.com](mailto:kait@mastersonmethod.com).