

Marketing Manager

Charm Patterns is a creative and dynamic sewing pattern company looking for a Marketing Manager to join our small, but expanding, team. You will be responsible for developing, implementing and executing strategic marketing plans for Charm in order to attract new community members and customers, and retain existing ones. This is a fully remote role with flexible, varying hours.

**Please read through the full job listing before you apply.
This is not an entry-level marketing position.**

Responsibilities:

- Develop a content marketing strategy, advertising plan, and editorial calendar to align with Charm's business goals.
- Create engaging and shareable content for Charm's blog, social media, email newsletters, promotional videos, live events, advertising, and other opportunities.
- Find new marketing, outreach, and advertising opportunities to grow Charm's brand image, community, and product sales.
- Implement advertising campaigns, set specific objectives, analyze metrics, and report on ROI.
- Achieve financial objectives by preparing an annual budget, tracking expenditures, monitoring performance, and initiating corrective actions.
- Collaborate with Gertie and other members of team Charm to ensure brand consistency and voice.

Requirements:

- 7+ years experience in communications, marketing, or social media management at a high level. This is not an entry level position.
- Intermediate sewing knowledge and skills and a familiarity with the modern vintage fashion community is not required, but very desirable. Knowledge of the Charm community and brand is a huge plus!
- Excellent skills in copywriting, content planning, and graphic design
- Knowledge of Photoshop, YouTube Studio, WordPress, Google Analytics, and all popular social media channels, and staying up-to-date with current technologies and trends in social media, advertising, and marketing
- Exceptional written and verbal communication skills

Compensation

- Starting at \$45 per hour, depending on experience
- 15-20 hours per week

If you feel like this position is a good fit for you, please email your cover letter, resume, and a link to your portfolio to careers@charmpatterns.com, with the subject "Marketing Manager - Your Full Name".