



# INSTITUTE OF TRANSFORMATIONAL NUTRITION

You're a creative, motivated, and highly collaborative individual who is looking for the perfect role. You're seeking a company where you can put your big ideas and proven experience to work. We can help.

The Institute of Transformational Nutrition (ITN) is looking for someone just like you to join our team as a **Marketing Manager**. In this role, you will use your expertise to create marketing content and distributing it effectively. You will help us create a strong brand presence with innovative online marketing campaigns. You will also collaborate with the sales team to ensure that your marketing efforts support their sales efforts so we work together as a team. Finally, your analytical skills will assist you as your monitor and report on the success of your marketing efforts.

If you are passionate about nutrition, personal development, and marketing, you could be the person we're looking for!

## What You'll Do

- Create, plan, and execute a content marketing calendar
- Update website and marketing materials and ensure brand guidelines are met
- Create, promote, and repurpose content in multiple ways across multiple channels – podcasts, blog posts, email campaigns, videos, social media posts, etc.
- Maintain a positive brand image and reputation on social media while building a strong and engaged community
- Oversee podcast production and promotion
- Develop and refine creative email marketing strategies
- Collaborate with team to create effective marketing and sales funnels
- Maintain an ongoing SEO strategy to increase reach and visibility
- Create and maintain systems, processes, and policies
- Maintain brand and update website as needed including graphics, copy, and opt-in forms.
- Serve as the company's main point of contact with key partners and affiliates
- Oversee the efforts of services firms, including advertising agencies, photographers/videographers, and other external vendors

## The Skills You'll Use To Do It

- Strong attention to detail and highly organized
- Clear, concise communication skills
- Ability to prioritize and project manage complex projects from start to finish
- Resourceful in finding solutions
- Skilled in project management using a project management system like Asana
- Experience writing copy that converts
- Modern graphic design experience, working in Canva a plus
- Experience creating and maintaining engaging sales funnels
- Proven email marketing experience
- Tracking results and using data to guide decision making
- Tech savvy with software such as Slack, Zoom, Asana, and Dropbox
- Experience with Facebook and Google Ads a strong plus
- Experience with Infusionsoft a strong plus

**Pay will be determined based on education and experience.** This is a contract position, working full-time, with the possibility of employment after 90 days.



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## **Inclusion and Diversity Honor Policy**

We believe a rainbow would be boring without all the colors. We also believe the world would be less interesting, impactful, and meaningful without the wide range of people in it. We understand that its diversity and a wide range of thoughts and backgrounds that create powerful transformation in the world. We respect all races, religions, creeds, gender identities, sexual orientations, ages, national origins, disabilities, and backgrounds and have a zero-tolerance policy for those who don't.

## **Sound Like A Good Fit?**

Wonderful! Let's talk! Please send the following to [operations@transformationalnutrition.com](mailto:operations@transformationalnutrition.com):

- Your resume
- Your cover letter explaining why you want to work with us, your salary requirements for this position, and your favorite way to "feed" yourself.