

ACME ENVIRONMENTAL INC

Part-Time Marketing Analyst Job Description and Requirements

About the Company

For 56 years, ACME Environmental has been a leading manufacturer of environmental products in the oil spill response and restoration industry. Over the years, it has grown from a manufacturer and distributor of these products to a full-scale emergency response company that specializes in oil spill removal, site restoration, and water treatment services. ACME provides these services to hundreds of oil and gas producers and works with the United States Coast Guard to service the most inland navigable waterway ports in the United States. Digital mapping through drone technology, infrared spill detection, and many more technological achievements will continue to push this industry as a leader in environmental technological advancements. With a nationwide presence, ACME Environmental offers an opportunity for you to learn how to work in a marketing position within a B2B industry that is constantly in a state of evolution and one that offers a unique place for young executives to grow in their skills and make positive ecological impacts globally.

Job Description

This role is for a part-time (15-20 hours per week) position that assists the Director of Marketing with day-to-day marketing practices. ACME Environmental is currently running multiple marketing efforts including SEO and PPC marketing, social media marketing, routine email marketing campaigns, trade show and conference efforts, and other service related marketing campaigns. ACME Environmental is looking to expand its efforts in each of these categories, as well as begin developing new media content creation. This role will assist in each of these categories and will gain hands-on experience creating content for and managing tasks for each of them. The Marketing Director oversees all of these efforts and is looking for an analyst who has the following:

- Understanding of what SEO means and how it affects website traffic.
- Some knowledge of Google Analytics.
- Understanding of design and graphic design tools such as Canva, Photoshop, and Illustrator (Does not need to know all, but a little of one or two would be beneficial).
- Experience with social media, drafting posts, and knows the concept of running paid campaigns.
- Knowledge of PPC campaigns and willingness to learn how to successfully read data analytics and reports from these efforts.
- The ability to draft and create product descriptions and full length blog posts for websites.
- The drive to learn more about marketing in a B2B industry.
- Time and self-management skills to complete tasks before deadlines.

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Preferred Skills

- Experience with WordPress and adding SEO best practices to website pages.
- Graphic design and digital content creation experience.
- Video taking and editing skills (preferably with experience on Adobe Premiere Pro).
- Previous marketing experience through either previous employment or summer internships.

ACME understands that applicants may not meet all of the skills mentioned above as an undergraduate student. What is expected is a basic understanding of each of the concepts learned through courses in their degree plan. A willingness to learn on the job and the drive to gain knowledge and experience is just as valuable to this position as any of the above listed skills.

Requirements

- Undergraduate degree, or current progress towards degree, in the fields of Marketing, Business Administration, Graphic Design, or Strategic Communication.
- 3.0 or greater Major GPA.
- The ability to come to the office in Tulsa, Oklahoma, 2-3 days a week, or 15-20 hours, depending on schedule determined at time of hiring. Some remote work may be assigned for long term or design projects (if applicable).
- Listed references from either a previous employer, summer internship location, or professor in the college of your major (Min. 2).

How to Apply

Interested candidates should go to **ACMEboom.com/Part-Time-Marketing-Analyst** and submit an application through the fillable form. You may also email your resume, cover letter, and list of references to our Director of Marketing, Logan Armstrong, at Logan@ACMEboom.com, or our contact email address, Info@ACMEboom.com.