Our company is looking to fill the role of marketing & engagement. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for marketing & engagement

- Ensuring that NRG social activity is consistent with brand values, policies, tone of voice
- Liaising with external vendors and develop partner relations
- Proactively developing knowledge of existing and emerging competitors, their services and audience engagement strategies
- Building end-user engagement and developing social media channel activities to deliver against appropriate KPIs
- Providing regular reporting and recommendations on audience engagement and providing data-driven market intelligence into editorial and product teams
- Perform other marketing and sales support functions, as needed
- Develop social engagement campaigns that build our Moto brand into a strong and impactful consumer brand
- Build a brand community that wants to interact with our brand and spread
- Manage business owner requests and working closely with supporting functions to align strategy and priorities
- Monitor industry trends and recommend new technologies or tactics

Qualifications for marketing & engagement

- 1 year of experience in email marketing and evaluating effectiveness of campaigns (show us that you have come up with creative ideas for campaigns

- Background in statistical analysis or experimental design is a plus
- BS/BA required, MBA or higher degree desired
- Strong problem solver and excellent analytical skills (knowledge of SQL preferred)
- Must be a clear and articulate communicator across all levels of the organization, with an ability to build strong relationships with and provide thought leadership to a cross-functional team spanning Engineering, Product, Marketing and Data Science