

Role: Digital Marketing Associate (Freelance)
Reporting into: Co-founders - Chichi & Oby

BARE Life Class exists to build up the emotional health and wellbeing of women of colour so that they can show up confidently in every space of life. We do this by providing educational classes, courses and coaching to aid self-awareness and improve mental health.

Our vision is to become the leading platform for personal growth and self-development for women of colour - to Heal, Learn and Grow

We are looking for a savvy Digital Marketing Associate to help increase our online presence, attract leads and promote our brand. This is an exciting opportunity to gain invaluable business experience working closely with the cofounders, Chichi and Oby.

Our Ideal Digital Marketing Associate

You are a creative thinker who is confident in generating dynamic concepts for social media content, marketing campaigns, blogs and much more. You have excellent organisational skills and are competent in G-suite, email marketing software and graphic design platforms like Canva. You are self-motivated, resourceful and driven to get stuff done. You love to research ideas, you are confident with ambiguity and building processes from scratch. You are interested in issues pertaining to wellbeing, self-development and our target audience.

What you'll be doing

- Creating, implementing and executing topnotch strategic marketing plans to grow our audience and build our brand.
- You will work with the cofounders to identify our target/ideal audience, creating dynamic engaging content, messaging and campaigns to grow our customer base.
- You will create SMART goals for marketing campaigns, and produce effective metrics to report on performance against those goals.
- Design posts to sustain readers' curiosity and create buzz around our classes and courses.
- Generate the content for use in marketing campaigns, programs, and other initiatives.
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Suggest new ways to attract prospective customers, like promotions and competitions
- Manage distribution and delivery of marketing emails, social media posts, and other marketing collateral.
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Facilitate online conversations with customers and respond to queries
- Identify creative, out-of-the box ideas for marketing campaigns that can improve our efforts across the board.

Must haves for the role:

- 2+ years digital marketing and graphic design experience
- Extremely familiar with digital products, launches, and marketing strategies.

- Outside the box thinker: In-fact there is no box
- Hit the ground running, using initiative
- Extremely resourceful and creative
- IT savvy: from Google suite packages to email marketing to wordpress to automation tools. Fashionably geeky!
- Full of drive and passion
- Is into business, entrepreneurial, mumpreneurial startups
- Loves getting their hands dirty and can create structure out of chaos.
- Brilliant at turning concepts into reality.
- Willing to learn.
- Is motivated to work remotely.
- Is reliable, committed, honest, authentic and real.
- Confidentiality is a must

Our Values:

1. We take ownership of our story and lives. We know that sharing our story often gives permission for others to share there.
2. We are honest. Without acknowledging the truth you can't move forward
3. We choose kindness over niceness, because the kindest thing you can do is be real and tell the truth.
4. We believe that there is true strength in asking for help. No woman is an island and vulnerability is not weakness.
5. We are bold and fearless. We step out of our comfort zone and embrace growth. We are courageous in thoughts and actions.