



Digital Marketing & Project Assistant-Boston Office

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Position Summary

SIGMA Marketing Insights is a data analysis, strategy, and insights firm committed to helping our clients better understand their customers and build actionable marketing plans to achieve their goals. We combine data-informed insights and industry expertise to inform overall marketing and digital strategy with practice leaders in the museum and nonprofit, agriculture, and banking sectors.

The focus of the Digital Market & Project Assistant at SIGMA is to ensure the success of client digital and social campaigns via implementation and activation, optimization, and performance tracking and reporting as well as assisting the SIGMA Digital team and Strategy Leaders with overall client project support. Specifically, this position will assist museum and nonprofit clients.

Responsibilities

- Provide digital and social media marketing support for clients and SIGMA via:
 - Campaign and ad planning
 - Campaign set up and activation
 - Campaign monitoring, tracking, and reporting and making adjustments as necessary based on optimization or campaign priorities
 - Budget and spend tracking
- Identify opportunities to test ad creative and copy for clients and SIGMA
- Provide overall project support to the Digital and Account team to keep projects moving on schedule, assist with client presentations, and provide general client support
- Provide support and assistance with digital marketing and social media platforms for clients and SIGMA
- Research and identify new digital opportunities for SIGMA clients and ensure best practices across digital and social platforms
- Track and learn new technologies as request by clients or identified as opportunities



- Assist with SIGMA social media content creation and blogging

Preferred Requirements and Experience

- Bachelor's, Associate degree, or equivalent experience in communications, marketing, or writing
- Prior experience in a museum, nonprofit, or membership group setting preferred
- Interest in learning industry-specific trends and identity opportunities
- Minimum 1-2 year experience in digital or social media marketing, especially with paid advertising across display, search, and social
- Experience with Facebook, Instagram, and Google ads
- Experience and interest in writing engaging social media content and campaigns
- Curiosity and interest in exploring and testing new technology, digital opportunities, and audience-based marketing
- Experience tracking projects and action items along a deadline or set timeline
- Strong written and verbal communication skills
- Strong problem solving skills and solution-focused mentality
- Ability to multi-task and keep a positive, humorous mindset even in a busy or fast-paced work environment
- Willingness to work beyond traditional hours when deemed necessary on a project by project basis

To apply for this position at SIGMA, go to sigmamarketing.com and:

1. Download and complete the job application
2. Send your résumé, cover letter, and the completed employment application to:
Laurie Gilzow, Human Resources @ lgilzo@sigmamarketing.com