

CAMP WAR EAGLE

EMAIL MARKETING 26-27

JOB DESCRIPTION

Marketing Mission

We exist to unify the Camp War Eagle family through clear and consistent communication to enrich the culture in Northwest Arkansas.

About the Role

We're seeking an enthusiastic Entry-Level Social Media & Email Marketing Coordinator to support our digital marketing efforts. This is a great opportunity for someone starting their marketing career who enjoys writing, social media, and learning how digital campaigns drive business growth. You'll work closely with our marketing team and receive training, guidance, and hands-on experience.

Key Responsibilities

Email Marketing Support

- *Assist with creating email content and promotional campaigns*
- *Help format emails using templates in email platforms (such as Mailchimp, Sharp Spring or HubSpot)*
- *Write compelling subject lines and email copy that drive opens and conversions*
- *Segment audiences and personalize campaigns based on user behavior*
- *Analyze open rates, click-through rates, and conversions to optimize performance*
- *Proofread email content to ensure accuracy and brand consistency*

Social Media Support

- *Assist with creating and scheduling social media posts across platforms like Instagram, Facebook, TikTok...*
- *Manage daily posting, comments, messages, and community engagement*
- *Collaborate with design or content teams to maintain brand consistency*
- *Support content calendar planning and brainstorming sessions*
- *Research trends, hashtags, and competitor activity*

Strategy & Optimization

- *Track basic performance metrics (likes, shares, opens, clicks, leads)*
- *Develop monthly content calendars and campaign plans*
- *A/B test subject lines, content, and posting strategies*
- *Align social and email efforts with broader marketing goals*
- *Stay current with digital marketing trends and best practices*



Qualifications

- *Interest in marketing, communications, or social media*
- *Strong written communication skills*
- *Familiarity with major social media platforms*
- *Basic computer and organizational skills*
- *Willingness to learn and take feedback*

Nice to Have (Not Required)

- *Internship, coursework, or personal projects related to marketing*
- *Experience with tools like Canva, Mailchimp, or social scheduling tools like Hootsuite*
- *Basic knowledge of analytics or digital marketing concepts*

What We Offer

- *Training and mentorship*
- *Supportive and collaborative team environment*
- *Creative freedom and ownership of campaigns*
- *Flexible work options (where applicable)*

