



Digital Marketing Specialist

WHO WE ARE:

Five years ago, we at BDI began our journey as a B2B marketing agency specializing in producing prospect roadshow events for tech companies. The past year, we produced over 150 events in over 30 cities for 35 clients. Because of our exponential growth, we were recently named #1854 on the INC 5000 list of fastest growing companies in the US. Our team culture has been what's made this possible and what sets us apart—we believe people do their best work with:

- A healthy work-life balance: flexible 9 - 5ish hours, work from home every Friday
- Respectful, collaborative, and friendly relationships with the whole team: team activities include things like happy hours, lunches, bowling, beach day
- Growth opportunities personally and professionally: we find new leadership WITHIN the company as we grow, with endless options to take on new responsibilities and contribute new ideas

ROLE DESCRIPTION:

BDI is hiring an experienced Marketing Specialist to support the Marketing team in building our brand and promoting our B2B events across North America. We are seeking a self-motivated creative with a modern aesthetic and a range of strategic and technical skills to join our team on a full-time basis. We are a small, agile team looking for a strong collaborator with a growth mindset. The ideal candidate must be a quick learner, an efficient executor, and capable of bringing big picture ideas to the table. If you're interested in making a difference in the business and having a say in your career growth, this is an excellent opportunity for you.

KEY RESPONSIBILITIES:

- Assist in the execution of email campaigns
- Build event websites and manage update requests
- Design and create marketing assets
- Assist in the collection and analysis of data

REQUIRED SKILLS:

- Solid grasp of HTML/CSS and working knowledge of JavaScript
- Proficiency with Wordpress and skill in web design
- A strong sense of modern graphic design
- Advanced skills in Adobe Photoshop, InDesign, and Illustrator
- Exceptional written communication skills and impeccable grammar

PREFERRED QUALIFICATIONS:

- Bachelor's Degree
- Minimum of 1+ years of related work experience
- Cold email/B2B email marketing experience
- Web development background a strong plus
- Creative and/or marketing portfolio (Can be content, data analysis, design, or any combination of elements)

JOIN US:

This is a full-time, salaried position. Along with a lot more, we offer:

- A competitive base salary
- Our fantastic workplace culture
- Unlimited vacation after one year of employment
- Transitchek benefit program
- Health insurance plan after 6 months
- 401K retirement savings plan after 6 months
- Acceleration of your professional development and opportunities for promotions and growth

Please submit both your resume and optional cover letter directly to Christian at ckamkoff@bdionline.com with the subject line "{First & Last Name} - Digital Marketing Specialist" when applying. Creative samples and portfolios are also encouraged.