



Part-Time: Marketing Assistant

The Marketing Assistant will play a key role in supporting marketing initiatives at exydoc. This position requires on-site presence at our office in Middletown, PA. The ideal candidate will assist with various marketing tasks to help drive our brand's success.

Job Responsibilities:

- Assist in the creation and execution of marketing campaigns across various channels (email, social media, website, etc.)
- Manage and update social media platforms, including content creation and scheduling posts
- Conduct market research and competitor analysis to support marketing strategies
- Help design and create marketing materials, such as flyers, newsletters, and promotional content
- Assist in the development of blog posts, website copy, and other written content
- Support in organizing and executing virtual or in-person events, webinars, and promotions
- Track and analyze campaign performance
- Provide general administrative support to the marketing department as needed

Qualifications:

- Currently pursuing a degree in Marketing, Communications, Business, or a related field, or equivalent practical experience
- Strong written and verbal communication skills
- Familiarity with social media platforms
- Basic knowledge of marketing concepts, digital marketing, and content creation tools
- Highly organized with strong attention to detail
- Self-motivated, eager to learn, and able to work independently or as part of a team
- Proficiency in Microsoft Office (Word, Excel, PowerPoint)

Additional Preferred Skills:

- Experience with email marketing platforms
- Basic knowledge of SEO and SEM
- Familiarity with Google Analytics or other performance tracking tools



- Graphic design or video editing experience is a plus

Schedule:

- The part-time schedule for this position can be discussed during the interview process.

We are an equal opportunity employer and welcome candidates from all backgrounds to apply.