



## **Bowe Digital Integrated Marketing Specialist**

We are seeking an energetic, adaptable, and highly skilled marketing professional who thrives in a fast-paced, team-driven environment. This role is designed for a **well-rounded marketing specialist** who can confidently step into content, partner strategy, and design support - serving as a key “floater” across multiple pods.

This individual will play a critical role in supporting team efficiency, maintaining partner experience, and ensuring deliverables stay on track during periods of transition and growth.

### **A successful Bowe Digital Team Member must have:**

- Experience across content marketing, partner communication, and basic design execution
- Exceptional written and verbal communication skills, with the ability to clearly articulate ideas and strategy
- The ability to work independently while collaborating closely with a small, fully remote team
- A strong desire to meet and exceed partner goals through proactive thinking and ownership
- The ability to manage multiple accounts and projects simultaneously without sacrificing quality or attention to detail
- Outstanding listening skills, allowing for a deep understanding of partner needs, goals, and feedback
- Strong copywriting and editing skills across a variety of formats and audiences

## **Key Responsibilities**

### **Account & Strategy Support**

- Assist in managing partner relationships and communication
- Step into partner-facing meetings when needed
- Help ensure partner goals, timelines, and expectations are met
- Support strategy development and execution across accounts
- Maintain a high level of professionalism and responsiveness

### **Content Development**

- Create and manage content including social media, blogs, email campaigns, and scripts
- Assist in building and maintaining content calendars
- Ensure messaging aligns with partner brand voice and goals
- Review and edit content for clarity, accuracy, and effectiveness
- Utilize performance data to optimize content strategies

### **Graphic & Creative Support**

- Assist in the creation and execution of social media graphics and marketing materials
- Collaborate with Graphic Leads to ensure brand consistency
- Make quick-turn edits or updates to creative assets when needed
- Support design needs during high-volume or transition periods

### **Team & Pod Support**

- Step into different roles across pods as bandwidth or gaps arise
- Help maintain workflow efficiency and meet deadlines
- Collaborate closely with team members to ensure seamless execution
- Provide feedback and contribute to continuous improvement
- Stay up-to-date with marketing trends, tools, and best practices

**Note:** This role is intentionally designed as a launchpad into an Account Lead position. The right candidate will demonstrate leadership, strategic thinking, and ownership over time, positioning themselves into a full time Account Lead. This is an evolving role. As Bowe Digital continues to grow, the responsibilities and scope of this position will expand. Successful candidates will demonstrate adaptability, a growth mindset, and a history of innovation and creative problem-solving.

## **Bowe Digital Team Members can look forward to:**

- Fully Remote Work Experience: Bowe Digital does not maintain a brick-and-mortar office. Team members can work from home (or coffee shops, the beach, the lodge, etc., as needed) with flexible hours
- Four-Day Work Week: Bowe Digital offers a 32-hour work week from Monday through Thursday. We are closed on Fridays
- Unlimited PTO: Full-time Bowe Digital team members enjoy unlimited Paid Time Off (PTO) each year
- Mental Health Weeks: Bowe Digital supports the mental health of our team, so we are closed the week between Christmas and New Year's Day and the week of July 4<sup>th</sup>
- Competitive health care benefits, opportunities for bonuses, 401K program and more

## **About Bowe Digital:**

Founded in 2017, Bowe Digital provides marketing, communication, and design to more than 200 partner companies across the country. It offers a variety of custom marketing services, including social media and blog content, website development, communication planning, mergers and acquisitions marketing, press releases, and crisis media strategy. The company was awarded Best Places to Work in Indiana from 2022 to 2025.