

Job Title: Digital Marketing Associate  
Job Type: Contract / Deliverable Based  
Location: Remote  
Contact: [ncxt.co/careers](https://ncxt.co/careers)  
Date: Q2/2024



Do you envision a world full of organizations and businesses serving the needs and desires of humanity? Then join us! At NCXT, we're partnering with 200 companies worldwide to Create Our Best World™ before 2025 because everyone deserves a better tomorrow than today.

[Sound interesting? Apply Now!](#)

## Digital Marketing Associate

To assist with the implementation of NCXT's digital marketing strategy to achieve agreed targets. Keeping up to date with new digital marketing techniques will contribute to the long-term development of our digital marketing strategy.

**Our values and core behaviors guide everything we do at NCXT.**

NCXT alumni valued growing their careers at the company and impacting the world while being in a supportive and inclusive working environment.

Values	Global Worldview	Future-Oriented	Real
Core Behaviors	We're Curious	We Teach	We Lead

## Duties and Responsibilities

Marketing:

1. Conduct research on NCXT services, competencies, and clients to understand the company's value proposition and market fit.
2. Create and publish effective marketing and advertising materials, including graphic design, videos, animations, and text.
3. Use data to improve work products for better efficiency and effectiveness.

Website:

1. Ensure that the website is always up-to-date and fully optimized for search.
2. Upload event information on pre-agreed schedules and make necessary updates.
3. Monitor and report on website performance using tools such as Google Analytics. Use the information to optimize agreed metrics like page views, time spent on the site, conversions, and bounce rates.

Social Media for NCXT and specified NCXT staff:

1. Develop and post social media content on pre-agreed networks and schedules.
2. Monitor digital reviews and social media comments, posts, and mentions daily. Respond promptly and enthusiastically.



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3. Contribute ideas to grow the company's social media audience, reach, and engagement.
4. Monitor and report on social media performance, using metrics like reach, shares, likes, and re-tweets to take appropriate action.

Email:

1. Create and distribute marketing emails/newsletters using the company's email service provider.
2. Monitor and report on email marketing performance using reporting tools and Google Analytics. Use the information to improve agreed metrics like open rates, click-thru rates, and bounce rates.

Podcast:

1. Create a schedule of podcast topics and guests.
2. Schedule podcast recording sessions.
3. Direct the podcast during live recordings.
4. Edit and publish the podcast on YouTube.
5. Create short clips of the podcast for advertising and marketing purposes.

## Skills and Experience

- Excellent communication skills (written and verbal)
- Graphic Design
- Adobe Acrobat
- Google Suite
- LinkedIn
- GoogleAds
- StreamYard
- AirTable



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