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Carrollton, GA 30116  
United States of America



770.838.7777

## Off-Road Marketing Specialist

Carrollton, GA (West Atlanta area) - Full Time

The Role:

Z1 seeking an on-site Off-Road Marketing Specialist to help take our content production and marketing efforts to the next level. The ideal candidate will be a self-starter and have experience and proven quality of work in photography, videography, social media marketing, and copywriting. The Off-Road Marketing Specialist at Z1 is a key role in contributing to the content creating with the team and will also need to be able to evaluate the success of the content and identify trends. Key responsibilities and qualifications include:

### Role Responsibilities & Qualifications:

- Analyze and report on the performance and efficiency of campaigns
- Develop and create marketing materials, such as sales and product collateral, ensuring product guidelines are met
- Photograph Z1 vehicles and product to be used in marketing collateral and social media campaigns
- Write, proofread, and edit creative and technical content across different mediums
- Represent Z1 through social media channels and interact with consumers through comments, reviews, and messages
- Proactively review emerging trends and opportunities that will help Z1 remain relevant and be innovative
- Collaborate with the marketing team on projects that often are a team effort
- Support Z1 at events by helping plan and execute them
- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events

### EXPERIENCE & QUALIFICATIONS

- Bachelor's degree in business administration, marketing, communications, or a related field preferred
- 2-5 years of experience in marketing
- Strong knowledge of various marketing and analytical tools such as Google Analytics, Facebook, Instagram, etc.
- Strong written and verbal communication skills
- Skilled in writing and editing content with an attention to detail
- Strong prioritization, organization, and project management skills
- Experienced with Microsoft office Suite
- Skilled in shooting photography and or videography and with the ability to edit or the willingness to learn to edit.