



Digital Marketing Strategist

Tradewater is a mission-based company headquartered in Chicago and operating around the world. We collect, manage, and destroy greenhouse gases. Our projects are designed to fight the climate crisis and create economic development opportunities. The gases that we work to destroy primarily come from old refrigerants, which are some of the worst greenhouse gases ever made. The destruction of these refrigerants results in carbon offset credits that individuals or organizations purchase to offset their carbon footprint.

The Digital Marketing Strategist will be responsible for daily management of Tradewater's digital marketing and social media efforts. This role will also focus on content development, including copywriting and graphic design for all marketing channels. The position is based at our corporate office in the Fulton Market neighborhood of Chicago and reports to the Communications Manager.

Primary Responsibilities:

- Support digital marketing efforts to build a pipeline for the identification, collection, and destruction of harmful refrigerants from all over the United States.
- Support digital marketing efforts to build demand for Tradewater carbon offset credits on the voluntary market from both corporations and individuals.
- Develop a clear understanding of the needs of our different markets and audiences.
- Attend and contribute to departmental meetings.
- **Digital Marketing & Data Analytics**
 - Design, build, and implement digital marketing campaigns unique to the needs of multiple audiences, using both paid and organic methods.
 - Develop and implement strategies to enhance our current digital platforms, with the goal of increasing customer engagement and conversions.
 - Investigate and recommend additional avenues for digital outreach for identification and acquisition activities for the B2B2C and the B2B markets.
 - Maintain relationship with Tradewater's marketing agency.
- **Content Development & Graphic Design**
 - Write blog and other owned content for social media and other channels.
 - Support graphic design for digital marketing channels and outward-facing materials (documents, presentations, and advertising) using Adobe Creative Suite.
- **Web & Social Media Maintenance**
 - Maintain Tradewater web presence and content within WordPress.
 - Analyze web traffic metrics and implement solutions to boost traffic.
 - Manage and add content to our websites, Facebook business pages, LinkedIn accounts, Instagram, and Twitter.
 - Use customer relationship management software and proprietary data systems to track interactions and evaluate campaigns.
 - Make data driven decisions and share findings and rationale with others in a clear and concise manner



Position Requirements:

- 3-5 years of digital marketing and/or social media experience.
- Experience using and navigating major social media platforms to publish paid and organic campaigns.
- Experience writing copy and producing graphics using Adobe Creative Suite.
- Ability to understand and use data generated from digital platforms including Google Analytics and social media to derive insights to improve performance.
- Demonstrated passion for environmental sustainability and a personal mission to fight climate change.
- Demonstrated willingness and excitement to learn a new industry.
- Attention to detail and ability to complete tasks thoroughly.
- Proficiency in Spanish is a plus.

Education requirements:

- Bachelor's degree or equivalent experience required.

Tradewater provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to sex, sex stereotyping, pregnancy (including pregnancy, childbirth, and medical conditions related to pregnancy, childbirth, or breastfeeding), race, color, religion, ancestry or national origin, age, disability status, medical condition, marital status, sexual orientation, gender, gender identity, gender expression, transgender status, protected military or veteran status, citizenship status, genetic information, or any other characteristic protected by federal, state or local laws.

Tradewater offers a competitive salary and good benefits. If you are interested, please submit an application at the following link: <https://app.jobvite.com/j?cj=oKX5ffwL&s=TW> Website

An initial phone screen meeting will be held with qualified candidates, followed by up to three rounds of interviews and discussions with Tradewater's leadership.