

creativetonic

marketing assistant

The Marketing Assistant will lead the development of the Creative Tonic Design brand by focusing on the brand and owner's story, brand makeup, and brand growth. While the main purpose of this role revolves around social media content creation, we prefer someone with a background in interior design and styling and a passion for both. The ideal candidate is a creative self-starter with an eye for design.

responsibilities

- Develop, coordinate, and execute marketing strategies and campaigns to strengthen the company's market presence;
- Oversee all creative projects, including graphic design, photography, print, web design, and content creation;
- Create goals and objectives to approach customers through social media across multiple platforms;
- Manage creation, execution, and implementation of daily social media and monthly marketing initiatives;
- Work closely with cross-functional teams to develop messaging, storytelling, and copywriting; and
- Schedule, plan, and implement all brand events and launches.

job requirements

- Minimum of 2 years' experience managing a brand's marketing and social media;
- Excellent project management and organizational skills;
- Combination of creative and strategic thinking with attention to detail;
- Ability to craft marketing concepts that are brand-building, brand-appropriate, executable, and distinctive;
- Ability to partner and work closely with the company's owners and team members;

- Excellent communication and interpersonal skills;
- Time management and multitasking skills with the ability to prioritize tasks;
- Strong understanding of digital marketing concepts, social media, and content optimization;
- Proficiency in Microsoft Office Suite, Adobe Creative Suite, content management software, and customer relationship management;
- Familiar with luxury brand marketing and, ideally, home décor specifically; and
- Ability to travel as needed.

about our company

Creative Tonic Design is a full-service boutique interior design firm in Houston, Texas, serving clients nationwide. Courtney and her experienced team of designers pour their hearts and souls into every home they touch. From architectural and construction consulting to full-home renovation and comprehensive design installation, Creative Tonic Design tailors its approach to meet its client's unique needs.