



Marketing Specialist

Bunifu LLC- Learning for Life is a minority owned micro start-up eLearning business dedicated to making the world a better place through engaging, diverse, and inclusive online learning that empowers learners to grow and transform into life-long learners. Bunifu LLC specializes in customizing creative learning solutions for adult and youth learners of color. Bunifu LLC is unique in that it merges technology and instructional best practices.

ABOUT BUNIFU LLC – LEARNING FOR LIFE

Bunifu LLC provides consultation, development and management of e-learning modules and toolkits for non-profit, for profit, and local and federal government organizations looking to engage a diverse audience. We focus on organizations that need to create an eLearning structure and/or enhance existing eLearning systems to further develop employees, students and/clients of color. **Our approach is based on a culturally responsive framework, so our belief is that the learners’ culture, social and historical diverse backgrounds are critical to our eLearning design.** This work has derived from 20+ years of educational experience in designing and developing courses and curriculum combined with information technology project management experience. Our timed driven process has a track record of delivering eLearning to 20,000+ learners that have achieved certificates, certifications and International Association for Continuing Education and Training (IACET) units. We contract our services as the gold standard for eLearning development.

Bunifu LLC uses both IT professionals and instructors/educators to build their niche of fully understanding eLearning design. The CEO of Bunifu has been a classroom instructor, advisor and has worked on the administrative level in both K-12 and higher education institutions. She has also been employed at both local and global non-profit and private organizations, for many years prior to starting Bunifu LLC – Learning for Life. She designs online youth and adult education courses, content and toolkits that span to over 50K learners globally during her work experience.

Position Overview:

Bunifu LLC is seeking a **culturally responsive** freelance/independent contractor Marketing Specialist to join our pool of talent. The nature of this work is project based and sporadic. Therefore, we prefer freelancers/independent contractors that can be self-starters, meet tight deadlines and are agile. The work hours can vary from 10 hours to 15 hours a week (Mon-Fri) and length of contracts can be a month and/or multi-annual. The position is remote and computer as well as all Adobe Suite software should be up to date and owned by the contractor.

In this Role You Will:

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing projects from start to finish, leveraging internal support and driving collaboration

- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics

We're ideally seeking:

- 2-3 years of design experience implementing designs across print and digital
- Bachelor's degree in Graphic Design or related field, or equivalent work experience required
- Fluency in English
- A solid foundation in typography, layout and design
- Excellent working knowledge of standard design and development tools on Macs and/or PCs including, but not limited to, InDesign, Photoshop, Illustrator, other Adobe Creative Suite tools, PowerPoint, and Final Cut Pro is required.
- Any HTML web/tool/website tech experience is a big plus
- Metrics-driven marketing mind with eye for creativity
- Experience with marketing automation and CRM tools

In this role, your responsibilities will include:

- Create aesthetically pleasing presentation decks and electronic marketing flyers for clients
- Create a marketing lead magnets, newsletter, campaigns, and email sequences
- Manage and execute seamless social media campaign across Facebook, Instagram and LinkedIn on a weekly basis
- Develop and manage digital marketing campaigns mainly Facebook Ads
- Measure and report performance on digital marketing campaigns, and assess against goals (ROIs and KPIs) while identifying new KPIs to grow revenue from acquisition channels
- Execute tests, collect, and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Optimizing copy and landing pages for search engine optimization
- Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with project leads about marketing projects and strategies

To be successful in this role, you should display:

- People-oriented, emotionally intelligent team player: ability to de-escalate situations patiently and effectively
- Strong organizational and project management skills with the ability to meet tight deadlines, manage heavy workloads and prioritize
- Rigorous attention to detail: ability to execute on numerous work streams within the same timeframe
- Self-starter who brings ideas to the table and works across disciplines to deliver designs
- Excellent communication skills and ability to clearly share thoughts and ideas with the team

Pay Range between \$25-\$30 an hour

Start Date: Various and dependent on contract cycles

NOTE: Must have Business Liability Insurance at the time of the offer

HOW TO APPLY (PLEASE NOTE):

- Email Resume and digital portfolio of work samples by [completing the form](#). **The work samples should include culturally responsive elements within the design for both adult and youth audiences of color.**
- **Ensure all documents emailed are clearly labeled with the applicant's name and email subject entitled: Marketing Specialist Applicant**
- NOTE: All requested information must be received, no exceptions.