



Job Requisition

Digital Marketing Associate

Part-Time to Full-Time

COMPANY OVERVIEW

At Torch Designs, we're not just colleagues, we're a tight-knit family with a passion for using technology and creativity to make a difference. Our mission is to **ignite business growth through technology and design**, empowering small businesses to compete and thrive.

Marketing and creative design are a core focus, helping clients build their brand, reach the right customers, and grow with confidence. Alongside this, our **software development, AI consulting, and MSP services** give businesses the technology foundation to compete in an increasingly digital marketplace.

Rooted in a small, fun, and family-oriented culture, we are dedicated to delivering **high-quality, high-value solutions** with exceptional customer service that sets us apart.

JOB SUMMARY

Torch Designs is seeking a creative and driven **Digital Marketing Associate** to join our growing team and take ownership of marketing campaigns for our own brands and our clients. This position is ideal for a strong writer with a marketing mindset who is eager to manage real campaigns, see measurable results, and grow into a broader digital marketing role over time.

The role begins with a primary focus on **social media management**, covering both organic content and paid social campaigns, supported by strong **copywriting, blog writing, and content creation**. Over time, the role expands to include **search engine optimization (SEO) and search engine paid advertising (PPC) through Google Ads**, giving the right person the opportunity to grow into a well-rounded digital marketer who manages campaigns across every major channel. As search behavior shifts toward AI, the role also grows to include paid advertising on AI platforms such as ChatGPT.

This is a hands-on position where you'll gain real exposure to social media, paid advertising, SEO, content strategy, and brand building, all while helping Torch Designs fulfill its mission to **ignite business growth through technology and design**. The role starts part-time, with a clear path to full-time

employment that opens up as you take on additional marketing channels. Candidates who are already experienced across social media, SEO, and Google Ads may be considered for an accelerated path.

WHY JOIN TORCH DESIGNS

- **Family-Oriented Culture:** Experience the warmth of a family-like atmosphere, fostering collaboration, support, and unity.
- **Local Business Advocates:** Be a catalyst for local business growth, making a tangible impact on the American economy.
- **Real Creative Ownership:** Your words and ideas will go live in front of real audiences, shaping how brands show up and connect with their customers.
- **Growth That's Earned:** We recognize and reward people who deliver, with room to advance as you prove yourself.
- **Innovative Drive:** Innovation is in our DNA, enabling you to work at the cutting edge of marketing, AI, and technology.
- **Cross-Disciplinary Synergy:** Collaborate with professionals across digital marketing, software development, AI consulting, and MSP services.

RESPONSIBILITIES

- Write clear, engaging copy for social media posts, captions, ad creative, blogs, and other content across multiple platforms and brands.
- Plan, schedule, and publish organic social media content using a content calendar, maintaining a consistent voice for each brand.
- Create and edit short-form video content for TikTok, Instagram Reels, and YouTube to support reach and engagement.
- Build, launch, and monitor paid social media campaigns, including audience targeting, ad placement, budget pacing, and performance reporting.
- Engage with audiences by responding to comments and messages, and by tracking conversations relevant to each brand.
- Write blog posts and longer-form content that support brand awareness, organic reach, and search visibility.
- As the role grows, manage search engine optimization (SEO) efforts, including keyword research, on-page and content optimization, and tracking organic traffic and rankings.
- As the role grows, build and manage search engine paid advertising (PPC) campaigns in Google Ads, including keyword targeting, ad copy, budget management, and conversion tracking.
- As search continues to shift toward AI platforms, help expand paid advertising into emerging channels such as AI assistants and tools like ChatGPT.

- Support both internal Torch Designs campaigns and external client campaigns, taking direction from the management team who will oversee the work.
- Track campaign performance across channels and help compile reporting that shows what is working and where to adjust.
- Document processes, templates, and lessons learned to contribute to the internal knowledge base.

GENERAL REQUIREMENTS

- Excellent copywriting skills, with the ability to write clear, persuasive, and on-brand content across formats.
- Strong content writing skills, including blog writing and longer-form content.
- Social media management skills, including content planning and scheduling, building and maintaining a content calendar, publishing across major platforms (Facebook, Instagram, LinkedIn, TikTok, X, and others), community management, and reading platform analytics.
- Ability to create and edit short-form video content for TikTok, Instagram Reels, and YouTube, including filming, basic editing, captions, and formatting for each platform.
- Paid social media advertising skills, including campaign setup in platforms such as Meta Ads Manager and LinkedIn Campaign Manager, audience targeting and segmentation, A/B testing of ad creative, budget management, and tracking metrics such as reach, engagement, click-through rate, and cost per result.
- Familiarity with AI tools such as Claude or ChatGPT, and an understanding of how they support content and marketing work.
- Exceptional written and verbal communication skills, including strong active listening.
- Proven ability to follow directions precisely and carry tasks through to completion.
- High attention to detail across copy, design, and campaign settings.
- Strong organizational skills with the ability to manage multiple campaigns, brands, and deadlines effectively.
- Positive attitude and a willingness to pitch in as part of a small, collaborative team.
- Reliable transportation for infrequent visits to client sites and events.
- Demonstrated work ethic and reliability. We value dependability and follow-through above technical specialization.
- Must be available to work a minimum of 18 to 20 hours per week in person, scheduled within our core business hours of Monday through Friday, 6:00 AM to 5:00 PM.

PREFERRED / NICE TO HAVE

- Experience with search engine optimization (SEO), including keyword research, on-page optimization, and tools such as Google Search Console and Google Analytics. This experience is strongly preferred and accelerates growth into the full scope of the role.
- Experience with search engine paid advertising (PPC) through Google Ads, including campaign setup, keyword bidding, and conversion tracking. This experience is strongly preferred and accelerates growth into the full scope of the role.
- Experience working with or soliciting influencers for brand partnerships and campaigns is a strong plus.
- Graphic design and ad layout skills, including familiarity with design tools.
- Experience with **Canva**.
- Experience using Microsoft 365 applications, including Outlook and email management.

PHYSICAL REQUIREMENTS

- Must be able to sit for extended periods of time while working on a computer.
- Must be able to use standard office equipment (computer, phone, tablet, etc.).
- Must be able to see and hear well enough to interact with team members, follow instructions, and perform marketing tasks.
- Must be able to walk, stand, bend, and move around the office as needed.
- Must be able to lift, carry, and position office equipment or marketing materials weighing up to 25 lbs.

LOCATION AND DURATION

This position requires the candidate to work in person at our office located in Lakeland, Florida, during normal business hours (Monday through Friday, 6:00 AM to 5:00 PM). A flexible but fixed schedule of at least 18 hours per week is required within this window. We can accommodate school schedules, but a consistent 18-hour weekly commitment is expected and is a firm requirement of this position.

Telecommuting and relocation assistance are not available.

This is a paid, ongoing part-time position with a starting rate of **\$18 to \$24 per hour, depending on experience**. As you take on additional marketing channels, your hours increase along a clear path to full-time employment. Candidates who are seeking full-time employment but willing to start part-time are strongly encouraged to apply.

HOW TO APPLY

This is a marketing role, so here is your first chance to show us what you can do. Do not just send a resume. Market yourself. Along with your resume, send us a creative marketing piece of your choosing that sells us on you and makes the case for why you are the right person for this job. The format is entirely up to you, and we are looking for candidates who use it to stand out.

Email your resume and marketing piece to careers@torchdesigns.com. Please note that all candidates are required to complete and pass a skills assessment before being invited to interview.