



Creative Marketing Specialist (Part-Time)

Winchester Equipment Company is seeking a highly creative, self-driven **Creative Marketing Specialist** to support our brand's growth and digital presence. This **part-time** role is ideal for someone who loves designing engaging content, developing fresh marketing ideas, and supporting online channels with creativity, consistency, and strong execution.

Job Responsibilities

- Create engaging digital content, including social media posts, graphics, short videos, and newsletters
- Support the execution of marketing campaigns across web, email, and social channels in collaboration with the marketing team
- Support day-to-day social content coordination: planning, scheduling, posting, monitoring engagement, and responding to comments/messages as directed
- Assist with brand storytelling and visual consistency by creating content aligned with approved messaging and brand guidelines
- Maintain and organize digital marketing assets (photos, videos, graphics) in a shared library and proactively request needed content with clear timelines and shot lists
- Conduct light market and competitor research to support content and campaign planning
- Collaborate on new marketing ideas and content concepts with the marketing team
- Track basic content metrics (reach, engagement, clicks) and provide regular performance updates; deeper analytics and attribution reporting are handled by the marketing analytics team
- Occasionally support on-site content capture (photos/video) and in-person collaboration as needed

Qualifications

- 2+ years of experience in marketing, content creation, or social media management
- Strong writing, editing, and visual communication skills
- Proficiency with major social platforms (Instagram, Facebook, LinkedIn, TikTok)
- Experience with design tools (Canva, Adobe Creative Suite, or similar)
- Ability to work independently, meet deadlines, and manage multiple tasks
- Bonus skills: basic video editing, SEO knowledge, or experience with email platforms (Mailchimp, Constant Contact, etc.)

What We're Looking For

- A creative thinker with a strong sense of design and storytelling
- Someone who brings fresh ideas and is comfortable working remotely with occasional in-person collaboration
- Strong communication and collaboration skills
- A motivated individual excited to help grow a brand

Ready to Apply?

Be part of a supportive, growth-oriented team where your success matters.

APPLY NOW

 Winchester, VA

EOE Tobacco Free Workplace