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## Marketing Communications Specialist

### Description

We are hiring for a Marketing Communications Specialist to add to our marketing team. This role is dedicated to content development and activation management. The Marketing Communications Specialist will collaborate with various internal partners such as Operations, Sales, and HR, and external partners in communications and creative services.

You'll craft impactful communication, enjoy connecting with people, and have a knack for organizing details. This is an excellent opportunity to build your marcoms skills and have the space to develop your own career. Kwikly is growing fast so this role has a lot of opportunities to take ownership and drive results!

### About Kwikly

Kwikly Dental Staffing provides the best people and technology to make filling temporary roles easy for dental offices and dental professionals. We offer high-quality service to dental offices to ensure excellent patient care in a timely and professional manner. Our dental professionals are employed by Kwikly, so they get the full benefit from controlling their own schedules while also accessing the support of our operations staff.

We are a fast-growing organization recognized by Inc. Magazine as one of the top 5000 growth companies in the US! We have a winning business model and a winning team that is expanding nationally, offering career growth and a great culture for our team members.

Our Professionals and internal teammates are responsive, resourceful, and responsible—taking every opportunity to learn, innovate, and support their teams. If that describes you, let's talk!

### What you will do

#### Marketing content creation

- Manage and execute digital and print advertising tactics, sponsorships, and customer communications.
- Develop content that drives engagement and brand value
- Monitor the effectiveness of all communication tactics and adjust approaches as needed

#### Social community management

- Manage and grow our social media presence across multiple platforms including Facebook, Instagram, LinkedIn, and Tik Tok.
- Create and manage a content calendar
- Report on key metrics and track progress toward objectives

#### Events and community engagement

Kwikly Dental Staffing

### Employment Type

Full-time

### Beginning of employment

Immediately

### Duration of employment

Permanent

### Job Location

Minneapolis, Minnesota

Remote work from: Minneapolis, MN

### Working Hours

8-5pm CST

### Base Salary

\$ 50,000 - \$ 60,000

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- Create events that build community with key stakeholders: our dental professional team, industry professionals, clients
- Integrate marketing initiatives, including events, communications, and content

## **Lead generation & acquisition**

- Manage and create content, campaigns, promotions, and communications to drive demand and generate sales leads
- Create tools such as presentations, messaging, proposals, emails, videos, collateral, playbooks, case studies, promotions

## **Brand development**

- Address and incorporate the needs of stakeholders, communication trends, and environmental considerations.
- Assist in managing and maintaining messaging, content, promotions, and product availability across channels
- Maintain consistent brand image and voice across integrated marketing channels

## **Required experience**

- Minimum two years of professional working experience in marketing communications  
Bachelor's Degree in Communications, Marketing, Public Relations, or a related field
- Strong writing and editing skills for a variety of media, including email, web pages, blogs, print, etc.
- Event planning, budgeting coordination, and related vendor management
- Experience using CRM systems
- Be comfortable interacting with individuals in diverse roles and many locations
- Be able to take work direction and feedback from multiple sources.
- Creates communication strategies based on audience insights or personas.
- Willing to work occasional evenings for events and travel to tradeshow as needed.

## **What makes you a great candidate**

### **Preferred qualifications**

- Understanding of SEO principles
- HubSpot experience, bonus for possessing certifications
- Working knowledge of branding and the creative process
- Experience using design tools such as Adobe Creative Suite, Canva, etc.
- Basic photography and video experience

### **Essentials that make a great Kwikly team member**

- Align with and demonstrate core values of Responsive, Resourceful, Reliable.
- A strong desire to be part of a small, fast-paced organization where they can have a big impact.
- A self-starter who thrives on results, continuous learning and improvement and is passionate about exceeding customer expectations

- Ability to adapt quickly, thrive on fast-paced agility, and balance numerous responsibilities
- Incredible attention to service and detail
- A collaborative team player who values the success of the whole team, in addition to your own success

### **Why you'll love working with us**

- Medical, dental, health insurance
- Generous PTO and Paid Holidays
- Mentors – we believe in helping each member of our team grow personally and professionally
- For MN-based team mates: Hybrid work schedule between your home and our Coon Rapids office
- Remote Work-from-home for non-Minneapolis based team mates

This is an exciting time to join us! If you are interested in adding value to our team, please apply and we will be in touch.