



HAWAIIVERSE

Marketing Associate

Position Type: Internship, Part-Time

Location: Hybrid, Remote

Reports to: Chief Operating Officer

Application Deadline: Rolling

About Hawaiiiverse: We're Hawai'i's #1 discovery platform to connect consumers with Hawai'i-owned businesses and locally sourced Hawai'i inspired fashion, art, home goods, food, and more.

Job Details: We are looking for a Marketing Associate to help build and implement our marketing and growth activities. For this role, you should be a self-driven individual that is looking to learn about social media and email marketing. Paying attention to detail is very important and being organized to stay ahead of schedule is preferred. Ultimately, you will help us achieve our business goals through working with our marketing team to build strong and consistent marketing campaigns.

Primary responsibilities:

The Marketing Associate is a part-time position that includes, but is not limited to the following responsibilities and duties:

- Conduct an online audit to improve user experience and seek continuous improvement.
- Collaborate with the Executive Team to implement and streamline social media and marketing strategies.
- Create and use design templates to create content across all social media and marketing channels.
- Interact and manage on social media platforms.
- Research trending topics for social media and marketing.
- Copywriting for social media and blog posts.
- Create reports on social engagement numbers and adjust strategy as needed.



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- Adhere to the policies and procedures of the company.
- Assist at Hawaiiiverse events as needed.

Position Requirements:

- Ability to multitask and prioritize a variety of deadlines and keep high standards.
- Proficiency in Google Suite, Slack, Airtable, Canva, Klaviyo, Adobe Creative Suite, Shopify, Social Media platforms.
- Team player with a positive attitude and willingness to learn.
- Reliable internet connection and a laptop or computer.
- Maintain a positive attitude and focus on customer satisfaction
- Excellent organizational skills and attention to detail
- Excellent interpersonal and public speaking skills.
- Self-motivated, creative and goal-oriented.
- Strong familiarity with communities in Hawai'i and the current status of local businesses.
- Prior experience with recruiting and outreach.

How to Apply:

Submit your resume and cover letter to mail@hawaiiiverse.com to be considered for this position.

**This description is not designed to be a comprehensive list of all responsibilities and duties for this position.*