

Job Title: Marketing Specialist

Company: Bolt Marketing

Location: Lexington, Kentucky

About Bolt Marketing: Bolt Marketing is a full-service marketing agency based in Lexington, KY. We help small to medium-sized businesses elevate their brand through strategic marketing solutions, including digital advertising, social media, website development, content creation, and branding. We're a team of creative thinkers, problem solvers, and marketing pros who are passionate about helping businesses grow.

Position Overview: Bolt Marketing is seeking a Marketing Specialist to join our growing team. This role is designed for a proactive, detail-oriented marketer who enjoys both strategy and execution, someone who can take ownership of key marketing deliverables and consistently follow through.

The Marketing Specialist will focus primarily on executing and improving performance across SEO & blogging, Local SEO, email marketing, text message marketing, and digital advertising. You'll collaborate with Account Managers and creative team members on strategy and design, but you'll be the primary driver behind day-to-day execution and performance tracking.

This role also serves as a flexible support player across the agency, with opportunities to assist in client meetings, reporting, and content shoots, making it an excellent growth opportunity for someone eager to develop advanced agency skills.

Responsibilities:

As a Marketing Specialist at Bolt Marketing, you will be responsible for:

- Help with various internal marketing initiatives and team needs including creative collaboration on client deliverables and projects.
- Write and optimize SEO-friendly blog content while supporting the keyword strategy to improve performance.
- Assist and publish with Local SEO execution, including Google Business Profile optimization, updates, and ongoing visibility efforts.
- Build, schedule, and report on email marketing and SMS campaigns that support client goals, promotions, and customer engagement.
- Assist with executing and optimizing paid advertising efforts across platforms like Google, LinkedIn, Meta, and TikTok, including reporting support.
- Support Account Managers with client communication, meeting preparation, reporting, and execution follow-through.
- Assisting Account Managers in all aspects of new projects from start to finish, ensuring they meet key milestones and deadlines.
- Assist with content shoots, creative production needs, and ongoing content development across multiple client accounts.

Qualifications:

- 1-2 years of experience in a marketing role, preferably in an agency or in-house marketing team.
- Bachelor's degree in marketing, communications, ISC, or a related field.
- Strong writing and communication skills, with the ability to create engaging content.
- Detail-oriented with excellent project coordination skills.
- Experience with social media management and basic content strategy.
- A self-starter who thrives in a collaborative, fast-paced environment.
- Familiarity with SEO, digital ads, or email marketing is a plus but not required.

Why Join Bolt Marketing:

- Collaborative and innovative work environment.
- Opportunities for professional growth and development.
- Diverse client portfolio, allowing exposure to various industries.
- Competitive salary and benefits package.
- A chance to be part of a dynamic agency that values innovation, strategy, and results.
- Flexible work schedule.

If you're an ambitious marketer looking for a role that will challenge you and provide opportunities to grow, we'd love to hear from you!

To apply, please submit your resume and a cover letter detailing your experience and why you'd be a great fit for Bolt Marketing.

Bolt Marketing is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.