

**Job Title**

Marketing Specialist

Department

Marketing

The Marketing Specialist supports the organization in delivering high-quality, brand-aligned content and marketing materials that advance TFG's mission and client experience. This role focuses on execution: content marketing, event marketing, and the development of event and project collateral. The Specialist will collaborate with the Head of Marketing, our in-house designer, and colleagues across the firm to ensure that TFG's story is consistently and effectively shared.

Key Responsibilities**Content Marketing (60%)**

Goal: Drive awareness and engagement with the TFG brand and services through consistent, high-quality content.

- Support execution of the content calendar across multiple channels (email, blog, website, LinkedIn).
- Draft, edit, and proofread marketing copy for emails, blog posts, social media, and client success stories.
- Coordinate the publishing process: gather content, route for approvals, and upload to platforms (Hubspot, website CMS, LinkedIn).
- Monitor performance analytics (email open rates, click-throughs, blog engagement, LinkedIn reach) and regularly report findings and recommendations.
- Maintain consistency with brand tone, messaging, and visuals in all communications.

Event & Project Collateral (30%)

Goal: Ensure TFG events and client-facing projects are supported with professional, on-brand materials.

- Assist in discovery of business owner requirements and needs. Align needs with overall brand strategy to ensure consistency.
- Assist in updating and maintaining marketing templates (presentations, one-pagers, proposals) with refreshed brand elements.
- Coordinate with the designer to ensure all materials meet brand standards and are on message.
- Maintain an organized library of current collateral and templates.

Event Marketing (10%)

Goal: Increase attendance, engagement, and brand impact of TFG's in-person and virtual events.

- Draft and publish event promotions (email campaigns, social posts, landing pages).
- Maintain event marketing timelines, ensuring key promotions and reminders go out on schedule.
- Coordinate attendee communications before, during, and after events (reminders, logistics, thank-you, and survey follow-ups).



- Track registrations and engagement metrics, providing updates to project leaders.
 - Support logistics for virtual events (webinars), including invitations, run-of-show support, and post-event recordings.
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Qualifications

- At least 2 years of experience (or equivalent) in marketing, communications, or related fields.
- Missionally aligned with The FOCUS Group
- Ability to focus on meeting audience needs and a basic understanding of brand/marketing strategy.
- Strong writing, editing, and proofreading skills with attention to detail.
- Experience managing content across platforms (email, blog, website, LinkedIn).
- Comfortable using marketing tools (experience with Hubspot, WordPress, and Canva is a plus).
- Highly organized and able to manage multiple projects.
- Collaborative mindset; able to take direction while proactively advancing projects.
- Location: This is a remote role with a preference for candidates based in/able to work in the Eastern Time Zone.

Mission

The mission of The FOCUS Group is to advance the kingdom of God by building trusting relationships with our clients and providing them with expertise and guidance to accelerate the funding of their vision.

Vision

Our vision is to see God “make all things new” through the work of our clients.

Learn more at www.thefocusgroup.com.

Ready to apply? Interested candidates should begin the application process by [completing this form](#). After completing the form, you may also email your resume to areeves@thefocusgroup.com.