



## ***Beyond the North Star***

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# Marketing Director

22<sup>nd</sup> January 2019

## **JOB OVERVIEW**

**Location: San Diego, CA, Los Angeles, CA**  
**Reports To: Keren Lopez & Jayzle-May Daley**

## **GENERAL JOB DESCRIPTION**

As the Director of Marketing, you will be responsible for creating different ways to represent *Beyond the North Star*. You will work with the *Beyond the North Star* team in improving the business plan, saving the company's image, and working closely with competitors.

## **DUTIES & RESPONSIBILITIES**

After the launch of *Beyond the North Star*, you will think of ways to improve outreach and profit. You will be responsible for improving *Beyond the North Star's* business model and plan. You will also be responsible for managing the marketing team.

## **QUALIFICATIONS**

- ❖ Must have great communication skills
- ❖ Experience with digital marketing forms such as social media marketing and content marketing
- ❖ Must have a creative mindset
- ❖ Competency in Microsoft applications including Word, Excel, and Outlook
- ❖ Must have a 3.0 GPA
- ❖ Must be an HBSA and ULSA paid member
- ❖ Additional Documents: Resume, Cover Letter, LinkedIn Account



