



OVERVIEW

Capsule is seeking a new crew member who possesses a natural inquisitiveness towards the world (both terrestrial and celestial), a core competency in crafting meaningful connections, and a knack for translating thoughtful content and strategic skill into the digital realm for all to see. You know, basically someone who charts stars and maps supernovas to pinpoint unique marketing opportunities and ensure the Capsule brand maintains its integrity as it flies forward into new horizons. The Digital Marketing Associate at Capsule will support various Capsule marketing team efforts, touching diverse areas across our extensive strategy and design process.

IN A NUTSHELL

- Brand building and engagement efforts including marketing outreach with the team in addition to spearheading new marketing efforts for Capsule.
- Utilize talents in strategy and writing to help collaboratively manage Capsule content creation and execution across social platforms.
- Working extensively in HubSpot database to mine for potential outreach opportunities, sending out sequences and coordinating invitations for the Think & Link speaker series.
- Weekly and monthly marketing plans and assessments presented to marketing and leadership teams from Google Analytics, HubSpot data and a variety of other sources.
- Proactively support firm growth and development, finding new tools, methods and relevant cultural insights in varying prospect industries.
- Identifying opportunities for Capsule to be culturally connected through researching, networking and staying informed in the Minnesota business community.
- Occasionally participate in highly collaborative new offering development sessions, strategic brainstorms and naming projects with the rest of the Capsule Crew.

QUALIFICATIONS

- Bachelor's degree in a social sciences discipline, marketing, advertising, or other relevant area of study/life experience
- 1-2 years of working experience in marketing or related role
- Critical thinker, empathetic, organized, process-oriented, strong idea-generator, listener, synthesizer, strong written and verbal communicator, self-starter, team-player and wearer of multiple hats.
- And, if that's not enough for you, the ability to work in a flexible, dynamic, fast-paced, highly collaborative environment, working on multiple projects at once.

BONUS POINTS

- Experience in HubSpot, LinkedIn and YouTube
- Experience with a variety of other social media platforms and support systems
- Experience writing, editing and publishing in the form of blogs, email marketing, case studies, etc.

ABOUT CAPSULE

Capsule has refused to adopt a descriptor since 1999. We've strategized for billion dollar industries and non profits. Conducted research for brands both local and global. We've given new faces to startups and facelifts to businesses over a century old. We've named everything from apples to office chairs. Rebranded schools and orchestras. Crafted experiences for grocery stores and Super Bowls. Our refusal to limit our work to one specific industry, combined with the satisfaction we find from solving problems that others won't touch with ten foot poles, has earned us a long list of partners and an informative depth of experience in brand research, strategy and design over the last 20 years. So if you asked us to describe Capsule in two words, we'd say, "What's next?"

Clients we've grown with include Patagonia, Hydro Flask, Mattel, Minnesota Orchestra, Medtronic, Osprey Packs, SmartWool, Red Wing Shoes, Yakima, Herman Miller, Caribou Coffee, PepsiCo and Arc'teryx.

APPLY

Interested? We've made reaching out as easy as possible. Seriously, we even took the risk of paper cuts off the table. Send your resume to Sarah Day at sarahday@capsule.us. We'll be in touch if we like what we see. No walk-ins or phone calls, please.

Capsule is currently in the Minneapolis area. Digital Marketing Associate will begin as a hybrid position. This is a full time position. Only candidates with the requested experience will be considered. Candidates who are not US citizens or permanent residents must have authorization to work in the US before applying.