

MARKETING ASSOCIATE

Social Content Creator

Apply Here: [Hiring Interest Form](#)

The Marketing Associate is an entry-level position built for someone who is creative, organized, and ready to grow into a long-term career in digital marketing. This role is the starting point for our Marketing Strategist track, and we take that seriously. You will be supported, trained, and developed with intention.

Your primary focus is social media content creation, both organic and paid, across the full portfolio of Lazarus clients. You will work closely with our Marketing Strategists and Director of Marketing to produce content that is on-brand, on-strategy, and built to perform. You are not expected to own clients or strategy on day one. You are expected to show up sharp, learn fast, and bring genuine energy to the work.

Primary Responsibilities

Social Media Content Creation (approximately 60%)

- Produce organic and paid ad creative for Meta, Google, and LinkedIn campaigns, working from briefs and direction provided by Strategists.
- Write social captions, ad copy, and supporting content that matches each client's brand voice and campaign goals.
- Design and schedule content using tools like Canva, CapCut, Adobe Premiere, and Meta Business Suite.
- Edit video and still images for social media posts across client accounts, including Instagram, Facebook, LinkedIn, TikTok, and Google Business Profiles.
- Maintain organized content libraries, asset files, and publishing calendars for assigned clients.
- Stay current on platform trends, content formats, and creative best practices to inform your work.

Digital Marketing Support (approximately 25%)

- Support Marketing Strategists with campaign trafficking, asset delivery, and performance documentation for paid social and digital campaigns.
- Assist with monthly reporting by pulling social metrics and formatting results clearly for client-facing use.
- Use AI tools actively to accelerate content ideation, copywriting, research, and production workflows.
- Participate in internal team standups, project updates, and workflow documentation in Teamwork and Slack.

Administrative and Operations (approximately 15%)

- Update task statuses, standups, and project notes in Teamwork on a regular basis.
- Take thorough notes on internal calls and document action items and next steps.
- Support the team with miscellaneous content, creative, or administrative tasks as needed.

Your First Six Months

We believe great marketing associates are built, not just hired. During your first six months, you will participate in a structured onboarding experience designed to give you a working understanding of everything Lazarus does for clients. This is not busywork. It is intentional investment in your development.

You will spend time learning the fundamentals and frameworks across our core service areas so that the content you create is grounded in real strategy. That includes:

- Search engine optimization: how we approach local SEO, GMB optimization, and on-page strategy for clients.
- Paid advertising: how we build, traffic, and optimize campaigns across Meta, Google, and LinkedIn.
- Social media strategy: how we develop organic content plans, manage publishing cadences, and measure performance.
- Email marketing and CRM workflows: how we build and manage email campaigns, automations, and client CRM systems to nurture leads and retain customers.
- Web and creative: how our web and design teams work, what we build for clients, and how marketing connects to those deliverables.
- Client communication: how we run client calls, present results, manage expectations, and build raving fan relationships.
- Agency workflow: how we use Teamwork, Slack, and our internal tools to stay organized, move work forward, and communicate across the team.

By the end of six months, you will have a strong foundation across the full Lazarus service model and be on a clear path toward a Marketing Strategist role.

AI Fluency

AI is woven into how we work at Lazarus, and this role uses it every day. We are not asking you to be an AI expert on day one. We are asking you to be genuinely curious about it, willing to experiment with it, and committed to getting better at it. AI should speed up your workflow, not replace it. We want people who see AI as a creative partner, not a threat.

Candidates who already work regularly with tools like Claude, ChatGPT, or AI-assisted creative and video platforms will have an advantage. If you do not have that background yet, you need to be ready to lean in hard and make it part of how you work from day one.

What We Are Looking For

- A strong social media presence or portfolio demonstrating real content creation skills, including short-form video, reels, static posts, and copywriting.
- Working knowledge of Meta Business Suite, Instagram, LinkedIn, TikTok, and Google Business Profiles.
- Comfort with video and image editing tools such as CapCut, Adobe Premiere, Lightroom, or similar.
- Familiarity with Canva or similar design tools.
- Strong written communication skills with an instinct for brand voice and creative detail.
- Organized and self-motivated, able to manage content across multiple client accounts simultaneously.
- Collaborative and coachable, with a genuine desire to learn the broader world of digital marketing.
- Prior experience in social media content creation, a marketing internship, freelance work, or a related creative role is preferred. We are not looking for years of agency experience. We are looking for real skills and a strong body of work.

What Success Looks Like

- Social content is delivered on time, on brand, and at a quality level that makes clients proud.
- You are actively learning the Lazarus service model and growing your understanding of strategy alongside your content skills.
- AI tools are part of how you work, not something you avoid or treat as optional.
- Strategists can rely on you to execute cleanly without needing to re-explain the same things twice.
- By the end of your first year, you are on a clear path toward a Marketing Strategist role in a growing team.

Tools You Will Use

- Teamwork: Project management, task tracking, and client communication.
- Slack: Day-to-day team communication.
- Agency Analytics, Meta Business Suite and Google Ads: Paid and organic social campaign support.
- CapCut, Adobe Premiere, Lightroom, Canva: Video, image editing, and creative production.
- Cloud Campaign or similar: Social scheduling and publishing.
- Claude, ChatGPT, and other AI platforms: Content ideation, copywriting, and workflow acceleration.

Benefits of Working at Lazarus Design Team

- Health Insurance

- Dental Insurance
- Vision
- Life Insurance
- 401k
- PTO
- Remote work from home position
- 10 Paid Holidays

** Benefits are available for full-time employment.*

Lazarus Culture

Vision: A world where client marketing execution drives predictable growth.

Mission: Build the most effective growth team on Earth.

Our Values

- Client Obsession: We optimize for client revenue, not vanity metrics. Every strategy starts with what drives real growth.
- High Speed: Move fast. Test faster. Learn fastest. Speed without strategy is chaos. We deliver both.
- Low Drag: We eliminate friction, both internally and externally, so execution is fast, smooth, and ahead of schedule.
- Laser Guided: Focus on the 20% that drives 80% of growth. Eliminate noise. Double down on what converts.
- Radical Transparency: We let data lead. No hiding behind metrics. If it is not working, we fix it fast.
- Complete Ownership: If it impacts results, we own it. No excuses. No blame. Just solutions.

About Lazarus Design Team

Lazarus Design Team is an award-winning, remote first, web design and digital marketing agency. We are actively hiring in the St. Louis, MO and Charlotte, NC markets, and will consider strong remote candidates as well. We are looking for full-time and long-term candidates.