



Title: Digital Marketing Specialist

Department: Strategic Marketing and Communications

Reports to: Digital Strategy and Operations Manager

Status: Full-Time, Non-Exempt

Location: Onsite – Overland Park, KS

Elevate Your Career at CreativeOne!

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

Why Join CreativeOne?

- Energetic and fun work environment
- A culture driven by solutions and results
- Opportunities for growth and development

We're Building a Better Financial Future, Together

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you're ready to be a part of a team that's shaping the future of financial services, we'd love to hear from you.

Position Summary

The **Digital Marketing Specialist** sits on the Digital Strategy and Operations team and is responsible for building, scheduling, and delivering email communications and socials across advisor-facing and corporate programs: including email programs, building one-off and campaign emails, managing email and social across marketing platforms, supporting events and simple workflow builds. The platforms are HubSpot, GoHighLevel, Asana, and a suite of additional marketing tools. The work requires someone who has a strong attention to detail, enjoys using AI as a supportive tool, and can follow a documented process. There's room to grow here. We cross-train the team across email, automation, social, and within the tech stack our team uses daily.

Duties and Responsibilities include, but are not limited to:

- **Email Campaign Execution**
 - Build and schedule email campaigns across advisor-facing and corporate programs working from copy and creative provided by the team.
 - Assist in the monthly advisor email cycle from setup through campaign delivery.
 - Build advisor email sequences across various campaign types.
 - Build and send corporate email communications, including program announcements and event-related sends.
 - Build and edit HTML email across platforms
 - Coordinate compliance review for email builds: route content through the approval workflow, track status, and apply edits when changes come back.
 - Build and maintain contact lists and segments for advisor and corporate sends.
- **Content Support**
 - Manage advisor content scheduling and account maintenance across white-labeled marketing platforms.
 - Build event-related email campaigns including invitations, registration confirmations, reminders, and post-event follow-ups.
 - Keep event sends organized and on schedule.
 - Schedule and manage social content for advisor and corporate channels using the team's scheduling tools.
- **Email & Digital Request Execution**
 - Build and schedule email and social requests submitted by the client success team through the internal intake system.
 - Confirm delivery and communicate status on open requests. Flag anything that needs escalation before it becomes a problem.
- **Platform & Process Management**
 - Work across HubSpot, GoHighLevel, and advisor marketing platforms, keeping tasks and requests accurate across all systems.

- Track work in Asana and keep assigned tasks updated.
- Work with internal teams on email and social requests: confirm all details before building and deliver on the agreed timeline.

Critical Skills Sought

- Hands-on experience building and sending email campaigns in HubSpot, ActiveCampaign, GoHighLevel, or a comparable platform. Owned from build to send, not just supporting someone else.
- HTML email editing.
- Detail orientation: wrong merge fields, broken links, and off-brand content get caught before a send goes out.
- List and contact management: builds segments, applies suppression logic, keeps data clean.
- Process discipline: follows documented workflows completely and consistently.
- Comfortable managing multiple advisor accounts and campaigns at the same time.
- Uses AI tools every day.
- Works well within a collaborative operations team.
- Knows their way around a basic workflow builder and is curious about what else automation can do.

Preferred Background/Experience

- 3–5 years of experience in email marketing, digital marketing, or a comparable hands-on role.
- Bachelor’s degree in marketing, communications, business, or a related field, or equivalent experience.
- HTML and CSS knowledge as it applies to email templates and cross-client rendering.
- Experience with Hubspot, GoHighLevel, ActiveCampaign, or comparable platforms.
- Basic experience with marketing automation workflows is a plus but not required. We will train the right person.
- Social media scheduling experience (Buffer, Later, Hootsuite, or similar).

Demonstrate and Represent Our Core Values

- *Provide Unreasonably Excellent Service*
- *Love What We Do*
- *Act With Integrity*
- *Collaborate Courageously*
- *Evolve With Purpose*

About CreativeOne

CreativeOne is an industry-leading marketing and consulting firm that helps independent financial advisors grow their businesses. We combine deep financial expertise with full-service creative and media capabilities, delivering tailored marketing that drives measurable growth. With over 40 years of innovation behind us, we’re building the next generation of advisor marketing—and we’re looking for top talent to help lead the way.

This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities.

CreativeOne provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Our company does not currently sponsor employment visas. Applicants must be authorized to work for any employer in the U.S.