



## Inbound Marketing Specialist

### Job Scope

The Inbound Marketing Specialist is focused on developing and converting contacts to leads and leads to customers through FSG's marketing channels. The Inbound Marketing Specialist will work to gain new contacts and develop existing ones to the point of conversion from contact to lead and lead to customer.

### Responsibilities

- Experience producing copy for print and digital media channels.  
Proven success in producing copy for advertising or marketing campaigns.  
Exceptional skill in social media writing, including hashtags and relevant acronyms.  
Proficiency with common office software.  
Experience with SEO concepts and social media marketing.  
Creativity, adaptability, and the ability to work collaboratively with a team.  
Level I has 2-5 years of experience.  
Level II has 5-10 years of experience.  
Level III has 10-plus years of experience.

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