



Marketing Generalist

OPEX Fitness is looking for an ambitious Marketing Generalist to join our small and fast-paced Marketing team. The primary responsibilities for the Marketing Generalist include graphic design, copywriting, and social media community management.

This role will be highly collaborative. You will work shoulder to shoulder with the entire marketing team to ensure that all content and assets meet standards of excellence and reflect the OPEX brand.

This position requires a highly motivated, deadline-driven individual with a passion for design and the written word. You must be able to work independently, handling many projects simultaneously, while collaborating with a team and interpreting direction from leadership.

The ideal candidate will have a passion for fitness and coaching education, and a desire to develop as a subject matter expert. Understanding of the OPEX Coaching Certificate Program is a big plus.

Responsibilities:

- Upholding the OPEX brand image and voice
- Creating design assets for all social media platforms, web, and email
- Copywriting and editing tasks, including blog, web, email, and social media
- Community management and analytics across all social media platforms
- Content publishing across social media and blog
- Researching and developing subject matter expertise to support content goals
- Monitor online marketing and social media trends and best practices

Required Qualifications:

- 2+ years of experience writing and designing within a marketing role
- Ability to design assets across a wide range of media
- Excellence in written communication skills, including direct response marketing, business, persuasive writing, and writing for varied forms of media
- Excellent grammar and editing skills

- Proficiency in graphic design software (e.g., Adobe Suite Photoshop, Illustrator and Indesign)

Preferred Qualifications:

- A bachelor's degree or specialized education is encouraged
- Strong UX/UI skills
- Strong motion graphics, editing, and animation skills
- Experience with community management for all social media platforms, including Instagram, Facebook, LinkedIn and Twitter
- Familiarity with Google Analytics
- Familiarity with SEO and keyword research best practices
- Experience in a related fitness or exercise science field
- Excitement to build a premium brand with global reach with OPEX

About OPEX Fitness

OPEX Fitness is the education provider for coaches seeking career success, longevity, and fulfillment. Our mission is to bring honor back to the coaching profession. Through our coaching and business education, we provide coaches with the tools needed to professionalize their passion.

If this role screams to you, we'd very much like to speak to you.

Please email georgia@opexfit.com with your resume, cover letter, writing samples, and design samples.

We will reach back out to you if you are a great fit! Thanks!