



Marketing Manager

Trilith Institute | Fayetteville, GA (Hybrid)

Trilith Institute is seeking a creative, highly organized Marketing Manager to help grow awareness of our innovative professional education programs, Semester at Trilith, and workforce development initiatives at the intersection of storytelling, entertainment, and education. This role is ideal for a self-starter who thrives in a fast-moving environment and enjoys both big-picture strategy and hands-on execution.

To Apply

Please submit a resume and a portfolio or case studies that showcase your marketing work. This may include examples of graphic design, social media campaigns, email marketing, Google Ads, SEO-driven content, event marketing, or other relevant projects.

Portfolios may be shared as a website link, PDF, or collection of work samples. If you do not have a formal portfolio, we welcome case studies or examples that demonstrate your role, creative process, and results.

Key Responsibilities

Content & Communications

- Manage day-to-day social media channels, including organic content and paid social ads
- Oversee and collaborate with an external social media agency, providing direction, feedback, and alignment with brand goals
- Develop and maintain a dynamic content calendar across platforms
- Write and design newsletters, email campaigns, and print materials
- Create engaging, on-brand copy for digital, print, and web use
- Post announcements across appropriate platforms
- Manage and optimize Google Ads campaigns to support program awareness, enrollment, and events
- Collaborate on SEO strategy, including keyword research, on-page optimization, and content recommendations to improve visibility and search performance

Creative & Design

- Design marketing assets including social graphics, flyers, presentations, and event signage
- Capture and edit photo and video content at events and on campus
- Design event swag and promotional materials
- Ensure consistent visual identity and messaging across all channels

Events & Web

- Coordinate marketing efforts for events, programs, and launches
- Manage and update event-related website pages with an eye toward SEO best practices
- Support on-site event marketing needs, from signage to real-time social coverage

Strategy & Collaboration

- Collaborate with leadership and partners on marketing strategy and campaign development
- Support integrated marketing initiatives across education, nonprofit, and entertainment audiences
- Analyze performance across channels (social, email, web, paid media) and adjust strategy accordingly
- Manage agency timelines, deliverables, and performance alongside internal priorities
- Manage multiple projects and deadlines simultaneously in a startup-style environment

Qualifications & Skills

- Strong graphic design skills with experience creating digital and print assets
- Excellent copywriting and storytelling abilities
- Experience managing social media platforms, paid social, and Google Ads
- Working knowledge of SEO best practices and content optimization, website management
- Experience collaborating with or managing external agencies or vendors
- Highly organized with the ability to juggle multiple projects and priorities
- Entrepreneurial mindset with a “roll-up-your-sleeves” approach
- Comfortable working in a fast-paced, evolving organization

Preferred Experience

- Background in education, nonprofit, entertainment, or related fields
- Experience working in or with mission-driven organizations
- Familiarity with event marketing and content capture
- Working knowledge of email marketing platforms, content management systems, analytics, and design tools

Why Trilith Institute?

Trilith Institute is reimagining education for the next generation of storytellers and creators. This role offers the opportunity to shape the voice and visual identity of a growing organization doing meaningful, future-focused work and to be part of a collaborative team with strong creative ambition.