

Digital Marketing & Growth Manager (100% Remote)

Position Overview

Muscular Moving Men is seeking an experienced, highly organized, and results-driven Digital Marketing & Growth Manager to become the operational leader of our marketing department. This is a fully remote position that will work directly with executive leadership and our fractional marketing strategist to help build one of the most recognized moving brands in the United States.

Mission

Execute and optimize the company's marketing operations, social media, paid advertising, analytics, and campaign management while helping scale a nationally recognized premium moving brand.

Primary Responsibilities

- Own day-to-day management of Instagram, Facebook, TikTok, LinkedIn and YouTube.
- Build and optimize Meta advertising campaigns, audiences, budgets and A/B testing.
- Track marketing KPIs including engagement, website traffic, leads, cost per lead, ROI and booked revenue.
- Coordinate monthly content capture with local videographers and content creators.
- Execute marketing strategy developed alongside executive leadership and our fractional marketing consultant.
- Manage influencer and ambassador partnerships.
- Assist with website updates, email marketing, CRM campaigns and online reputation management.
- Produce weekly executive dashboards and monthly marketing reports.
- Leverage AI tools (ChatGPT, Claude, Canva AI, CapCut AI) to improve marketing productivity.
- Manage marketing projects with excellent organization and communication.

Required Skills & Experience

- Proven Meta Ads / Meta Business Manager experience.
- Strong digital marketing analytics and reporting skills.
- Experience with Canva, CapCut and/or Adobe Creative Suite.
- Excellent English communication skills.
- Strong project management and organizational ability.
- Experience coordinating vendors and creative partners.
- Familiarity with Google Analytics, CRM systems and marketing automation.
- Comfortable using AI tools to accelerate execution.

Success in This Role

Within the first year you will establish measurable marketing KPIs, improve marketing attribution, strengthen paid advertising performance, coordinate consistent content production, build influencer relationships, and provide executive leadership with clear reporting that ties marketing activities to business growth.

Reporting Structure

Reports directly to executive leadership while working closely with our fractional marketing strategist. This role is the primary internal owner of day-to-day marketing execution and translates high-level strategy into measurable results.

Why Join Muscular Moving Men?

This is an opportunity to build something meaningful. You will work directly with ownership, help shape the future of a rapidly growing premium brand, and play a key role in supporting future expansion, acquisitions, and national brand recognition.