

13 MARKETING JOBS I'M ALWAYS HIRING FOR

THE SKILLS YOU NEED TO LAND THEM & WHAT YOU CAN EARN WHEN YOU DO

THE
PINEAPPLE
HUSTLE



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WHY YOU SHOULDN'T BE NICHING

LET'S GET CONTROVERSIAL

THE BEST MARKETERS ALL HAVE ONE THING IN COMMON

They're generalists.

But they've been told they have to specialize to make money. (So wrong!)

So they've niched down to one single platform or started calling themselves VAs because they didn't know they had another option.

Here's the thing: **By becoming a Marketing General (see what I did there?) you have so many more career options to choose from.**

The best marketers have a **broad base-knowledge** (an understanding of ALL the facets of marketing). And from there, they deepen their expertise into the speciality that they actually enjoy working in.

JACK OF ALL TRADES

William Shakespeare

A jack of all trades is a master of none, but oftentimes better than a master of one.

WHY YOU SHOULDN'T BE NICHING

AND BE A MARKETING GENERAL INSTEAD



Marketing Generals aren't specialists. They're generalists with one (or two) specialties. **They have a basic understanding of all the necessary parts of marketing** (like SEO, funnels, social media, influencer campaigns, etc.) AND can create a cohesive marketing strategy.

What makes them so valuable is that they can look at an entire marketing strategy and understand each part of it, even if they've only run a few Facebook ads or content marketing campaigns in their day.

Most people focus on a specialized area and go DEEP: Instagram, Copywriting, Sales Funnels, Email Marketing, Content Creation. But someone needs to see the bigger picture and combine all these facets into a cohesive, overarching plan.

And that someone is YOU!

Because running only one channel doesn't work.

AN OVERVIEW OF GENERALIST ROLES I'M ALWAYS HIRING FOR

LET'S DIVE IN...

JOB TITLE	WHAT THEY DO	SKILLS NEEDED	ANNUAL SALARY
VIRTUAL ASSISTANT	General admin work	Organisation & admin skills. Communication skills.	\$8 400 - \$9 600
MARKETING COORDINATOR	Coordinate & implement someone else's strategy	Understanding of marketing channels & strategies. Project Management.	\$35 000 - \$45 000
MARKETING MANAGER	Develop & execute overall marketing strategy	Marketing knowledge & strategic planning. Funnel building. Big picture thinking.	\$40 000 - \$80 000
MARKETING & ECOMMERCE MANAGER	Develop & execute overall marketing & sales strategy	Marketing knowledge & strategic planning. Funnel building. Big picture thinking.	\$40 000 - \$80 000
CHIEF MARKETING OFFICER	Overseeing the planning, development, and execution of an organisation's marketing and advertising initiatives	High-level understanding of marketing channels and strategies, how they fit together, and how they contribute to a business's bottom line.	\$80 000 - \$200 000+

THE JUICY DEETS ON THE TOP GENERALIST MARKETING ROLES

FIRST THINGS FIRST...

HERE'S WHY BECOMING A VIRTUAL ASSISTANT ISN'T THE BEST ROUTE

If you're reading this, you've probably thought about taking the VA route to becoming a location-independent badass.

I'm here to tell you **there's a better way.**

Yes, it's a generalist job, so you're not specializing in one niche or platform. Still, you'd be competing in an international pool.

And **the average salary for a VA is \$700 per month. FULL TIME.** And no, it's not a "you get what you pay for" situation. Most of them are really good at their jobs.

Are they underpaid? Maybe. But the ethical implications of this are a conversation for another day.

The point is that you're competing with VAs that live in countries with a very low cost of living, and they will underprice you. Every. Single. Time.

Why would you want to compete in a market where people's idea of a "good monthly salary" is what you should be getting paid for a week's worth of work?

VAs work under the direction of their supervisor. Meaning that they aren't the ones calling the shots,

Stop selling yourself short as a VA when you could be making real money.

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

1

VIRTUAL ASSISTANT

What they do: General admin work, scheduling meetings, calendar management, respond to emails, customer service (as first point of contact), prepare presentations, phone calls, organise travel and accommodation, data entry.

Skills needed: Customer service, admin, writing skills, interpersonal skills, communication skills, time management skills, organisational skills, knowledge of calendars and scheduling,

What they earn: \$8 400 - \$9 600 per year



THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

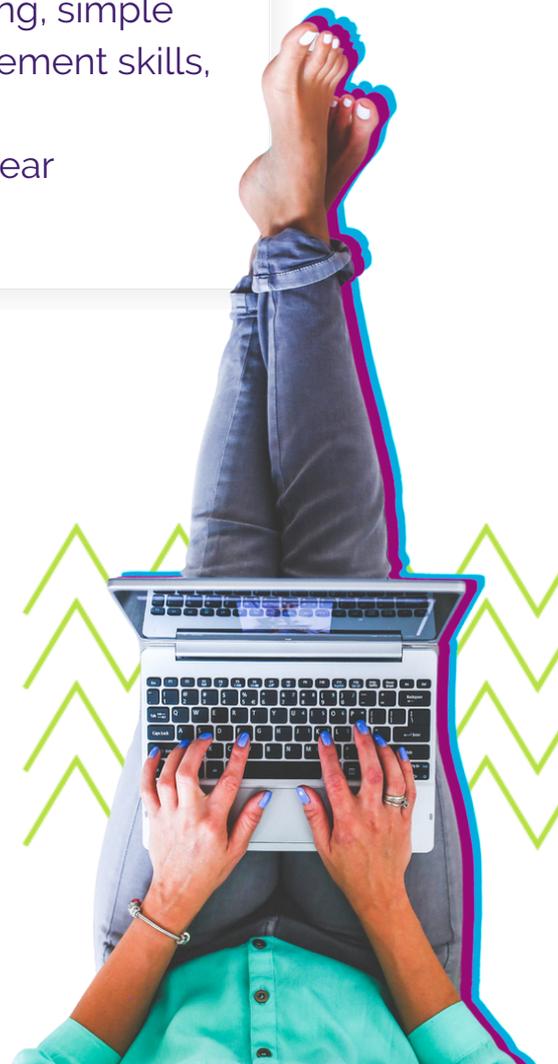
MARKETING COORDINATOR

What they do: Coordinates and implements someone else's overarching marketing strategy.

Skills needed: Understanding of marketing channels and strategies, copywriting, branding, ads, graphic design, project management, simple landing page development, understanding of marketing channels and systems, social media, email marketing, simple funnels, organisational skills, time management skills,

What they earn: \$35 000 - \$45 000 per year

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THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

JOB DESCRIPTION IN THE WILD

HIRING: MARKETING COORDINATOR

At Acme Co, we attribute much of our success to the strength of our marketing division. To build on this momentum, we're searching for a highly qualified marketing coordinator to work closely with them. From day one, this individual will contribute to existing marketing programs, while assisting with the development of new initiatives aligned with company and client goals. The ideal candidate will have prior experience with a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media. The marketing coordinator must be an organized multitasker able to handle many diverse projects at once and meet tight deadlines.

Objectives of this Role

- Assist in the development and implementation of the company's marketing strategy
- Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation
- Prepare marketing activity reports and metrics for measuring program success
- Provide market research, forecasts, competitive analyses, campaign results, and consumer trends
- Further knowledge and education regularly through workshops, research, and seminars, and share best practices, and local marketing ideas and tactics with the team

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

JOB DESCRIPTION IN THE WILD

Daily and Monthly Responsibilities

- Conduct research to analyze market trends, customer behavior, and competitive landscape, and prepare reports by collecting, analyzing, and summarizing data
- Support the Marketing Manager or CMO in evaluating and establishing the marketing plan and strategy by assembling and analyzing sales forecasts, setting objectives, planning and organizing promotional presentations, and updating calendars
- Communicate campaign objectives, timelines, and deliverables to sales team, and provide instructions for use or promotion
- Plan and manage meetings, events, conferences, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists
- Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed
- Continually seek and research new sources of prospective customer data, and provide recommendations to sales and marketing leadership

Skills and Qualifications

- Bachelor's degree (or equivalent) in marketing, advertising, or communications
- Past work experience as a marketing coordinator or similar role
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Experience with research using data analytics software
- Excellent writing, communication, and presentation skills
- Proficiency in full Google Suite

Preferred Qualifications

- Familiarity with content management systems (CMS) and customer relationship management (CRM) tools
- Working knowledge of HTML, graphic design, and email marketing software
- Experience working with budgets and forecasting

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW



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MARKETING MANAGER

What they do: Similar to a Marketing Coordinator, but Marketing Managers develop and execute the overall strategies, while reporting on KPIs (directly tied to revenue). They look for opportunities outside of the box. They're familiar with the marketing budget, even if they don't necessarily manage it themselves. A key difference from a Coordinator to a Manager is that they own the department and set goals. Marketing Managers come to the table with how to run shit and take ownership for the responsibility of the plan they're creating and enacting.

Skills needed: Build KPIs, manage third-party contractors (or hires), strategic planning, marketing knowledge, branding, paid channels, funnels, copywriting, lead generation, lead nurture, understanding of marketing channels and systems, project management, communication, CRM platforms, email marketing, organisational skills, time management skills,

What they earn: \$45 000 - \$80 000 per year

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

JOB DESCRIPTION IN THE WILD

HIRING: MARKETING MANAGER

You'll report directly to the business owner and be responsible for implementing marketing campaigns to generate leads, acquire new customers and retain existing customers. You will establish a collaborative working relationship with the business owner who will work with you on strategic and big picture goals.

As the Marketing Coordinator, you will be responsible for coordinating, planning, and executing marketing campaigns across multiple media channels.

Your job will be to take the strategic guidance and make it a reality with tactical implementation and execution. The ability to organize, plan and structure your workload in an autonomous fashion will be absolutely key to your success in this role. We neither have the time nor the inclination to micromanage you. You'll have a lot of freedom in this role but also a lot of responsibility.

The non-negotiables of this role are:

- **Copywriting.** You must have a natural way with words. You'll be crafting direct marketing campaigns across email, direct mail, web, and social media. Your written skills need to be excellent and we will expect to see samples of your previous work.
- **An eye for design.** A large part of the role will be creating visual aids and presentations for our sales team. You'll need some prior experience with graphic design.
- **Tech-savvy.** You don't need to be a technical expert but you must be tech-savvy and be able to quickly learn how to use new marketing tools and technologies. While we don't expect you to know all of the tools we use, we do expect you to be comfortable with it and able to pick up the concepts. Your daily tools of the trade will be CRM systems, content management systems, email marketing, etc.

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

JOB DESCRIPTION IN THE WILD

The non-negotiables of this role are:

- **Leadership potential.** Initially, you'll be our only in-house marketing person but as you and the business hit goals, we fully expect this role to morph into a marketing team leader role where you will manage a team of marketing assistants and 3rd party vendors.
- **Project management.** Ideally, you've had experience in project management. A large part of this role is creating and adhering to deadlines, drafting budgets, and moving simultaneous projects forward to completion. You know how to get the right people involved to get the job done.
- **Teachable and coachable.** There will be a LOT of learning on the job as we do marketing very differently. There is no place here for know-it-alls. We hire based primarily on attitude.
- **Self-starter.** THERE ARE SUCH THINGS AS STUPID QUESTIONS. DON'T ASK THEM. Goals will be clearly defined from the outset. Often, it will be your job to determine what needs to happen, when, and how. The attitude of continually starting things on your own is very important.

Additional Skills Preferred:

- Marketing CRM experience
- Prior email marketing experience
- Google Analytics experience
- Social media marketing
- Canva/design experience
- Landing Page development

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

MARKETING & ECOMMERCE COORDINATOR

What they do: Ecommerce managers are responsible for the online sales of the brand. They oversee the look and feel of the company website and are responsible for generating sales via online channels. Depending on the role, they might oversee digital marketers, web and software developers who contribute to website traffic, design and structure.

Skills needed: Traffic acquisition, sales, A/B testing, understanding of eCommerce platforms, basic web development and buyer psychology, building KPIs, market research, email marketing, SEO, understanding of marketing channels and strategies, copywriting, building KPIs, analytics,

What they earn: \$55 000 - \$80 000 per year

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THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

JOB DESCRIPTION IN THE WILD

HIRING: MARKETING & ECOMMERCE MANAGER

We are looking for an ambitious Marketing & E-Commerce Manager who will be responsible for coordinating, planning, and executing B2C & B2B marketing campaigns across multiple media channels. Campaign channels include, but are not limited to, email, social media, joint ventures, influencer marketing, PR, and more.

We are also looking for someone with previous e-commerce experience in Magento Commerce Cloud/Shopify/or WooCommerce/BigCommerce. Specifically, we would like them to be familiar with building, editing, and merging pages, managing pages and products, as well as managing and optimizing KPIs such as AOV, Conversion rate, LTV, and gross margin. Ideally, they will have experience in analysing the on-site customer journey via analytics tools to identify any opportunities for on-site improvement. We would be open to speaking with someone who has mastered these skills in Shopify or BigCommerce.

We are looking for a reliable and committed project manager with great attention to detail and a holistic business mindset. We need someone with a good eye for detail and design who has previous experience in fashion, crafting, fabrics, or design. It will be essential that they possess extremely strong writing skills in the Queen's English. We need someone who can work independently but is also a team player and a great communicator.

If you think you would enjoy the challenge and the potential rewards of joining an award-winning brand at a significant stage in business development and helping us as we mutate into hyper-growth mode, we would love to talk to you!

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

JOB DESCRIPTION IN THE WILD

Your Job Will Be To:

- Coordinate, plan, and execute Fashion Formula's marketing strategy
- Design and implement an email marketing strategy, optimised for e-commerce
- Implement a social media strategy that ties in with current offers and maximizes social shopping
- Create, develop, and run influencer campaigns
- Identify and develop joint venture partnerships
- Identify trends in the wider market through regular insight check-ins and competitor analysis
- Achieve daily sales forecasts by ensuring that key metrics such as AOV, Conversion, LTV and gross margin are all on target, and taking the appropriate actions to ensure these KPIs are hit.
- Analyse the on-site customer journey via analytics tools, to identify any opportunities for on-site improvement. Where an improvement is identified and required, escalating the recommendation to the internal stakeholders, together with appropriate proposals.
- Identify and implement cross-sell and upsell suggestions for products to drive revenue performance.

Minimum Requirements:

- Strong demonstrable experience and success with e-commerce platforms, preferably Magento
- A keen interest in marketing and e-commerce linked to an ability to apply and develop this in a business context
- Previous experience with market analysis
- Previous experience with email marketing in an e-commerce environment
- Previous experience with social media marketing
- Strong copywriting skills
- A good eye for detail and design
- A strong 'self-starter' attitude and the ability to learn new skills is important.
- Excellent communication skills, both verbal and written.
- Previous experience in fashion, crafting, fabrics, or design

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW



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CHIEF MARKETING OFFICER

What they do: Overseeing the planning, development, execution, and monitoring of an organisation's marketing and advertising initiatives, reporting directly to the CEO. the CMO's primary responsibility is to generate revenue by increasing sales through successful marketing for the entire organisation. CMOs often plan, direct, and coordinate marketing budgets in line with organizational goals.

Skills needed: High-level understanding of marketing channels and strategies, market research, critical thinking, project management, communication, analytical skills, creative, possess extensive knowledge in a variety of disciplines such as production, information technology, legal, and finance.

What they earn: \$80 000 - \$200 000+ per year

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

JOB DESCRIPTION IN THE WILD

HIRING: CHIEF MARKETING OFFICER

We are looking for an experienced Chief Marketing Officer (CMO) to oversee all marketing operations of the company and develop its marketing strategy and vision. You will be in charge of a team of enthusiastic marketing professionals and will direct our marketing efforts towards great success.

An excellent CMO is passionate about their profession and has great knowledge of all things marketing. They can balance a practical mindset with a creative business acumen and lead people through complex marketing operations.

Responsibilities

- "Listen" to the trends of the market and direct the market research efforts of the company
- Liaise with other departments to guide a unified approach to customer service, distribution etc. that meets market demands
- Define marketing strategies, goals, and objectives to support the company's overall strategies and objectives
- Develop a feasible marketing plan for the department and oversee its day-to-day implementation
- Determine KPIs for the marketing department
- Plan and organize marketing functions and operations (product development, branding, communications etc.), and ensure they project the company's unique "voice"
- Design and coordinate promotional campaigns, PR, and other marketing efforts across all channels (digital, press etc.)
- Build a highly efficient team of marketing professionals
- Create a solid network of strategic partnerships

THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

JOB DESCRIPTION IN THE WILD

Requirements

- Proven experience as chief marketing officer or similar role
- Demonstrable experience in developing efficient strategies and business plans for all marketing aspects (branding, product promotion, etc.)
- Solid understanding of market research and data analysis methods
- Ability to apply marketing techniques over digital (e.g. social media) and non-digital (e.g. press) channels
- Ability to use data and reports to make evidence-based decisions
- Understanding of different business disciplines (IT, finance etc.)
- Proficient in business software, CRMs, and project management tools
- A leader with both creative and analytical capabilities
- Outstanding communication (written and verbal) and interpersonal abilities



SPECIALIST JOBS YOU ALREADY KNEW ABOUT

LET'S GET INTO IT

If you've done a little bit of research into becoming a marketer (or maybe you're already managing social accounts), you'll probably know about these specialist jobs.

WHY SPECIALIST?

Because they **focus heavily on mastering one specific channel or niche.**

These are marketing jobs where **you really need to differentiate yourself to stand out.**



AN OVERVIEW OF SPECIALIST ROLES

SPECIALIST ROLES IN A NUTSHELL

JOB TITLE	WHAT THEY DO	SKILLS NEEDED	ANNUAL SALARY
CONTENT CREATOR	Create content for social media & other marketing channels	An eye for design, writing skills, and knowledge of trends	\$9 000 - \$14 000
SOCIAL MEDIA MANAGER	Create content for and manage social media channels, developing strategies based on analytics & data	An eye for design, writing skills, and knowledge of marketing strategies	\$14 000 - \$18 000
COPYWRITER	Write copy with the goal of conversion (e.g. sales pages)	Strategic & goal-orientated writing skills, market research, and branding.	\$35 000 - \$65 000
CONTENT WRITER	Write long-form content, mostly for blogs.	Excellent writing and research skills	\$35 000 - \$65 000
ONLINE BUSINESS MANAGER	Create, implement and manage systems for the day-to-day or project-based tasks of a business	Project management and organisation skills	\$45 000 - \$80 000
SEO SPECIALIST	Optimise websites for search engines to increase website visits through search results	Extensive knowledge of SEO best practices & implementation. Research skills.	\$45 000 - \$75 000
EMAIL MARKETER	Create email campaigns and strategies	Copywriting and basic funnel building	\$40 000 - \$75 000
GROWTH MARKETER	Build funnels & run paid ad campaigns	Funnel building, sales, extensive knowledge of ads	\$45 000 - \$80 000

THE JUICY DEETS ON THE TOP SPECIALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

1

CONTENT CREATOR

Not to be confused with influencers or Social Media Managers. Content creators create content for social media and other marketing channels but aren't involved in planning or implementing strategies.

What they do: Create content, design graphics, schedule content, write captions (sometimes), take photos, create videos

Skills needed: Eye for design, technical knowledge of design software, copywriting (low level), photography and editing skills, videography, video editing, Google Suite, familiarity with scheduling apps

What they earn: \$9 000 - \$14 000 per year



THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

SOCIAL MEDIA MANAGER

SMMs are more than content creators. They use analytics and metrics to shape the content they create and the strategies they put forward. However, they're not the ones that have the final say when implementing and executing strategies. They're not "bigger picture" people.

What they do: Create content & schedule content, write captions, track basic analytics, community engagement (inbound and outbound), create or are involved in creating strategies for social media (although they don't have the final say in what gets implemented).

Skills needed: Eye for design & basic graphic design skills, technical knowledge of design software, copywriting, photography and editing skills, videography, video editing, understanding of social media platforms, understanding content creation, understanding of ideal client avatars, understanding of basic social funnels.

What they earn: \$14 000 - \$18 000 per year

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THE JUICY DEETS ON THE TOP SPECIALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

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COPYWRITER

What they do: Write copy for sales pages, landing pages, home pages, captions, emails, and launches. They write with the intention of getting the reader to take some sort of action (like to make a purchase or sign up for something).

Skills needed: Copywriting (and writing in general), grammar, understanding people and their motivations (basic psychology), market research, developing ideal client avatars, sales, branding and messaging, basic web design is a plus.

What they charge: \$35 000 - \$65 000 per year



THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

CONTENT WRITER

What they do: Write long-form content, keyword rich blogs optimised for SEO.

Skills needed: SEO, research, keywording, writing, good grammar, creativity, storytelling, understanding people, understanding of ideal client avatars, understanding of blogging and website platforms, basic web design is a plus.

What they earn: \$35 000 - \$65 000 per year



THE JUICY DEETS ON THE TOP SPECIALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

5

ONLINE BUSINESS MANAGER

What they do: Creation, implementation, and management of systems to simplify the day-to-day admin and tasks of a business. Setting up SOPs. Creating and maintaining systems.

Skills needed: Logical thinking, creative problem-solving, knowledge of systems (generally), knowledge of specific industry systems and programs (Trello, Asana, ClickUp, Monday, Notion, Wrike, Airtable, Dubsado, HoneyBook, 17Hats, AgileCRM, Hubspot, Kajabi, etc.), organization skills, detail-obsessed, automation.

What they earn: \$45 000 - \$80 000 per year



THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

SEO SPECIALIST

What they do: Optimise websites for search engines to increase website visits through search results.

Skills needed: SEO knowledge, keyword research, Google Analytics, market research, on-page and back-end SEO, meta-tagging.

What they earn: \$45 000 - \$75 000 per year

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THE JUICY DEETS ON THE TOP SPECIALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

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EMAIL MARKETER

What they do: Create email campaigns and strategies, write emails (nurture, launch, special events)

Skills needed: Copywriting, knowledge of email marketing software and CRMs, automations, creativity, storytelling, understanding people, understanding of ideal client avatars, basic knowledge of funnels, landing page building is a plus.

What they earn: \$40 000 - \$75 000 per year



THE JUICY DEETS ON THE TOP FIVE GENERALIST MARKETING ROLES

EVERYTHING YOU NEED TO KNOW

GROWTH MARKETER

What they do: Growth marketing is about (you guessed it!) growth. Specifically, growing whatever a business deems the key metrics in its funnel. That might mean click-through rate, monthly active users or revenue — growth marketers don't confine themselves to top-of-funnel metrics.

Skills needed: Understanding people (psychology basics), Facebook Ads Manager, Google Ads Manager, A/B testing, copywriting, understanding of ideal client avatars, Social Analytics, Google Analytics.

What they earn: \$45 000 - \$80 000 per year

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WHO IS ANNA?

HI! IT'S ME!

I'm a business coach, marketing expert, 10-year expat, and creator of The Pineapple Hustle.

And I've hired over 250 marketers for different jobs.

I'm here to help you make the internet your bitch by leveraging your online presence to create a career that works for you.

Whether that's having a business of your own, a boujee marketing job, a remote position, or something else entirely.

You don't do things the "normal way," and I'm into that.

So that big-ass goal you're sitting on? It's time to make it happen. For realz.

Want to take this further? [Book a FREE 30-minute coaching session](#) and let's go over your career options.



LET'S CONNECT!



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