



Performance Marketing Specialist Role

Y'all specializes in branding, building, and growing direct-to-consumer companies. We excel at what we do thanks to an unwavering focus on audience and a deep understanding of the DTC market and best practices.

In the Performance Marketing Specialist role, you will support set-up and management of digital marketing campaigns, monitor analytics, and research DTC and SaaS companies, alongside a variety of other tasks. You will be expected to do both large-scale, big picture tasks as well as smaller, hands-on work. For example, the role will include managing active client PPC campaigns, as well as assisting in guiding the top-level marketing strategies we deploy for our clients.

As we are a small agency, you will be asked to take on additional duties as needed. This may include business development for Y'all and research for other companies under the Y'all umbrella. As the role evolves with each new project that comes in, so will the duties and responsibilities.

The candidate must...

- Be an excellent communicator
- Be driven and curious
- Be comfortable with building processes from the ground up
- Love direct-to-consumer products, as well as general CPG and SaaS
- Be comfortable with making mistakes and learning from them
- Consistently look for ways to improve upon the way things have always been done

The ideal candidate has...

- 1-2 years of experience working in or around marketing, advertising, and branding. This may be at a full-time job in the industry or via college classes and projects.
- Experience working on SEM campaigns, specifically Google Ads, Meta Ads, and LinkedIn ads.

The Performance Marketing Specialist role is set up to be a learning position that evolves over time. A portion of your time will be spent interacting with others in the industry, learning from the best resources available, and studying what works and what doesn't. The candidate should feel comfortable furthering their individual knowledge and sharing it with the company.

Compensation

The role will be a three-month contract position at the equivalent of \$36,000 per year, after which a salaried employee position will be considered based on how successful the candidate is in the role.

Benefits

- We're a remote-first agency, so work from home, a beach, a park, wherever. As long as you've got a solid internet connection, we're happy.
- Flexible work hours.
- Generous vacation time. Our priority is that you accomplish your tasks, not that you are glued to a computer every day.
- Paid sick and mental health days.

Please Note

- In a contractor position, health insurance is not included, and you will need to withhold money from your income to pay taxes.
- The terms of this agreement will be renegotiated six months from the start date to ensure that both parties are fairly compensated.

To Apply

Please email travis@yall.co with some of your favorite DTC brands, as well as a few sentences that'll help us get to know you better. Could be about work experience, a hobby of yours, or favorite TV shows. Anything that feels authentic to you and will help us get a feel for your personality. No need for a cover letter, but please attach your resume.