



Home Science Tools is a successful, agile, growth-oriented online retailer of educational science products. Our mission is to inspire learning so that students grow and impact their world. Over the next five years, we expect our educational science products to positively impact over two million K-12 students in home, public, charter, and private schools, shaping a better world through them! We passionately pursue our mission while living out our core values of family, faith, wonder, growth and stewardship. Visit the company website, www.homesciencetools.com, for more information.

The Marketing function builds the Home Science Tools brand, creates demand, improves conversion, strengthens customer relationships, supports institutional growth, and turns approved Growth Pathways into coordinated customer-facing messages, content, campaigns, and experiences. Marketing works closely with Product, Sales, Customer Care, Operations, and Finance through the Growth System to produce measurable and profitable growth.

Digital Marketing Specialist

REPORTS TO: Director of Marketing

PURPOSE

The Digital Marketing Specialist completes tactical digital Marketing work across the full Marketing Team. This position supports approved campaigns, content, customer experiences, institutional programs, and digital-platform improvements through design, page building, social execution, asset production, and related Marketing work. The role works from established briefs, standards, templates, and requirements and is not responsible for establishing strategy.

PRIMARY ACCOUNTABILITIES

- Digital Design & Production
- Web & Landing Pages
- Social Media Execution
- Campaign & Team Support
- Digital Asset Management

PRIMARY RESPONSIBILITIES

Digital Design & Production

- Create and adapt graphics using approved brand standards, templates, briefs, and creative direction.
- Produce routine digital and limited print assets for campaigns, email, social media, websites, events, presentations, and advertising.
- Resize, edit, crop, optimize, and prepare images for appropriate channels and uses to meet production standards.
- Support basic video, reel, animation, and short-form content production.
- Route completed work to the accountable manager for review and approval.

Web & Landing Pages

- Build, publish, and update ecommerce landing pages and Resource Center article pages from approved briefs, copy, wireframes, templates, UX requirements, and specs.
- Update banners, content blocks, promotional details, images, and campaign assets.
- Complete approved product-page and category-page updates.

- Work within templates, technical standards, tracking requirements, publishing permissions, and QA procedures established by the eCommerce Manager.
- Conduct basic desktop and mobile page QA before publishing pages.
- Confirm links, formatting, images, and approved content are correct and presented accurately.
- Document website and page updates according to established procedures.

Social Media Execution

- Build, schedule, and publish approved organic social content.
- Create platform-appropriate graphics, videos, reels, and other short-form assets.
- Maintain the social publishing calendar.
- Monitor comments, messages, mentions, and routine community activity.
- Respond using approved standards or route questions to the appropriate internal owner.
- Maintain basic social asset and publishing documentation.
- Stay current on social platforms, formats, trends, and execution best practices.

Campaign & Team Support

- Support campaign setup, production, launch, testing, and quality assurance.
- Build or update routine email, CRM, and Marketing-automation assets as assigned.
- Support institutional campaign assets and HubSpot execution.
- Support lifecycle, loyalty, referral, and review-program administration.
- Complete routine SEO and content updates under the direction of the appropriate functional manager.
- Support events, photo shoots, video shoots, presentations, and other Marketing projects.
- Shift among assignments based on the shared Marketing work queue and established priorities.
- Communicate missing requirements, unclear direction, or capacity concerns before work is delayed.

Digital Asset Management

- Maintain organized image, video, design, social, product, and campaign asset libraries.
- Follow established naming, file-format, dimension, version-control, and storage standards.
- Complete routine product-image resizing, formatting, publishing, and maintenance.
- Maintain source files and approved final deliverable files separately.
- Identify missing, outdated, or low-quality assets and communicate needed corrections.
- Ensure approved assets are accessible to appropriate team members.

SECONDARY RESPONSIBILITIES

- Participate in Marketing meetings and project coordination.
- Maintain role-related procedures, templates, checklists, and documentation.
- Support routine performance reporting and scorecards.
- Continue developing skills in design, social media, page building, digital production, and Marketing technology.
- Perform other tactical Marketing responsibilities consistent with the position.

REQUIRED QUALIFICATIONS

- Associate's or bachelor's degree in marketing, graphic design, communications, digital media, or a related field; equivalent relevant experience may be considered.
- Three or more years of digital marketing, graphic design, social media, website content, or related experience.

- Experience using Canva and Adobe Create Suite.
- Experience working in a content-management system, ecommerce page builder, or landing-page platform.
- Working knowledge of major social platforms and social-publishing tools.
- Basic image, video, and short-form content-editing ability.
- Basic HTML knowledge preferred.
- Strong visual judgment, attention to detail, organization, and time-management skills.
- Ability to follow briefs, brand standards, UX requirements, approved copy, and technical instructions.
- Strong verbal and written communication skills.
- Ability to manage multiple assignments, respond to feedback, and consistently meet deadlines.
- Portfolio or work samples demonstrating relevant digital-production experience required.
- Alignment with HST's purpose, mission, core values, and leadership expectations.

PHYSICAL DEMANDS & WORKING CONDITIONS

- This position works primarily in a professional office or approved remote environment and routinely uses computers, design software, content-management systems, social platforms, and other digital Marketing tools.
- Prolonged periods of sitting at a desk and working on a computer are required.
- The role requires frequent detailed visual review of graphics, images, videos, website pages, and digital assets.
- The employee must be able to manage multiple assignments, deadlines, review cycles, and changing priorities with consistent accuracy.
- Occasional standing, walking, photography support, event setup, and lifting or carrying Marketing or production materials weighing up to 20 pounds may be required.
- Occasional travel, Company events, photo or video shoots, or work outside normal business hours may be required.

COMPENSATION & BENEFITS

- Competitive wage based on experience.
- Opportunity for company performance bonus.
- Paid time off includes PTO and nine holidays.
- Generous medical, dental, short-term disability, long-term disability, and life insurance.
- Employee Stock Ownership and 401(K) plans with generous company contributions.

Location: Billings, Montana, preferred; remote work may be considered.

Travel Required: Less than 10%

Job Type: Full Time

Classification: Exempt

Career Level: Professional

Send resume and cover letter to Anna Murnion, anna@homesciencetools.com.