



Creative Marketing Specialist

FULL-TIME SALARY POSITION

Location: On-Site in Lexington, KY Office

Reports To: Marketing & Public Relations Director

Faithful Platform is a disruptor in the jewelry industry, combining the competitive prices of online retailers with the personalized service of a brick-and-mortar store. We are passionate about educating our clients and helping them invest in their marriages by offering high-quality engagement rings at affordable prices.

We are proudly a faith-based company, and this role is an ideal fit for someone who wants to bring their whole self to work — including their values. At the same time, we are a high-performing team that takes our craft seriously, and we are committed to helping the right person grow, develop, and build a meaningful career here. If you are looking for a place where your faith and your professional ambition are both welcomed and challenged, you have found it.

Role Responsibilities:

- Graphic Design & Creative Content
 - A strong eye for design and background in graphics is crucial for this role, as you'll be the primary producer for the following:
 - Design digital & printed assets for a wide range of needs, including social media graphics, email graphics, blog graphics, and digital marketing materials.
 - Branded packaging and print materials (book boxes, pouches, cleaning cloths, gift bags, display gear, swag, etc.) in coordination with domestic and international vendors.
 - Event displays, specialty signage, and branded event gear.
 - Annual staff merchandise and branded promotional items.
 - Slide decks, presentations, brochures, and other internal materials.

- Maintain brand consistency across all touchpoints for both FP and FP Foundation.
- **Social Media Strategy & Management**
 - Own the strategy, growth, and daily management of Faithful Platform's Instagram and TikTok accounts, as well as FP Foundation's social channels (Instagram and Facebook).
 - Drive lead generation through a thoughtful, data-informed social media strategy.
 - Consistently deliver high-performing, on-brand content across platforms, with the intuition to identify and capitalize on relevant trends in real time.
 - Develop and execute monthly content calendars that align with brand voice and campaign goals.
 - Manage all influencer partnerships and brand collaborations in coordination with the Marketing/PR Director.
 - Engage authentically with our community through comments, shares, and direct messaging.
 - Collaborate with the Marketing/PR team to creatively direct branded photoshoots.
- **Brand Growth & Storytelling**
 - Develop creative campaigns that tell the story of Faithful Platform and our mission.
 - Collaborate across teams to produce content that educates clients on the jewelry industry and the ring-buying process.
 - Lead cross-marketing initiatives across the Family of Brands (Faithful Platform and Created Bracelets) through social media and email channels.
 - Support giveaways, campus campaigns, seasonal promotions, and other creative projects from concept through execution.
- **Email Marketing**
 - Drive lead generation through strategic email marketing initiatives.
 - Design and manage all marketing email templates, seasonal campaigns, and company-wide drip campaigns.
 - Create and distribute a monthly State of the Union newsletter and monthly Affiliate newsletter.

Who We're Seeking:

- Excellent character and personal values, with genuine alignment with Faithful Platform's mission and faith-based culture.
- An exceptional eye and visionary sense for graphic design, aesthetics, and visual brand identity.

- Minimum 3+ years of proven experience in digital marketing, graphic design, or brand management.
- Self-motivated, organized, and energized by the opportunity to grow into a leadership role.
- Deep fluency in social media platforms — particularly Instagram and TikTok — with a track record of high-performing content and an instinct for trends.
- Proficiency in Canva Pro and/or Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Strong email marketing experience, including template design and campaign strategy.
- Proven ability to manage multiple projects, meet deadlines, and work independently.
- A passion for storytelling, brand building, and connecting with an audience.

Job Compensation and Benefits Package:

- Salaried, full-time position
- 401(k) Matching Program: Eligible for enrollment after 6 months of employment; eligible for company match after 1 year of employment
- Paid Time Off (PTO): 15 days annually (+1 additional day for each year of service to the company, up to 20 total) with option for occasional remote work
- Disability Insurance: Short-Term and Long-Term Disability coverage at no cost to the employee
- Jewelry Purchases: Employee discount – make all personal FP jewelry purchases at cost; receive 20% off Created Bracelets purchases
- Career Growth Opportunities: As Faithful Platform expands, we offer the potential for advancement and further career development.

To apply for this position, please apply through our [website](#) and send your resume and sample portfolio to careers@faithfulplatform.com.