Local Marketing & Brand Consultant

Valpak + Clipp | Staten Island, NY

Full-Time | In-Person + On the Road | Staten Island, NY

Know Staten Island? Know Social Media? Know How to Get People to Pay Attention?

You might be exactly who we're looking for.

We're looking for a smart, outgoing, social-media-savvy person to join our Staten Island team and help local businesses grow.

Maybe you're a recent college graduate in **marketing, communications, advertising, business, media or a related field**. Maybe you've built a following, helped manage a social account, promoted events, created content for a business, worked with a college organization, or simply understand **why some brands get attention and others get ignored.**

You don't need years of traditional advertising sales experience.

In fact, we're more interested in whether you understand **people, content, brands and influence.**

Because here's something we've learned:

Great influencers are great marketers.

They know how to get someone's attention.

They understand what makes people stop scrolling.

They know how to tell a story, build credibility, create interest and ultimately get someone to **take action**.

That's marketing. And **yes**, it's also sales.

We're looking for someone who can bring that same mindset into the Staten Island business community.

What Would You Actually Be Doing?

You'll spend your days meeting local business owners throughout Staten Island and helping them figure out how to attract more customers.

One conversation might be with a pizzeria looking to increase weeknight orders, a restaurant looking to grow its Instagram presence, or a retailer that needs to get more people through the door.

Your job is to understand **what they're trying to accomplish** and then help create a marketing strategy to get them there.

You'll have an entire toolbox to work with:

- **Clipp (Digital & Print Restaurants & Entertainment)**
- **Valpak Reach (Digital & Print for All Businesses)**
- **Direct Mail**
- **Social Media Management**
- **Integrated Direct Mail + Digital Campaigns**

You're not walking into businesses trying to provide everyone with the same solution.

You're figuring out the problem and recommending the **right solution**.

Think "Influencer," Just in the Real World

We know the word **sales** can conjure up images of cold calls, scripts and someone trying to talk people into buying something they don't need.

That's not what we're looking for.

We want someone who can **influence decisions by bringing good ideas to the table.**

Think about what makes someone successful on social media:

They create relationships.
They understand their audience.
They communicate clearly.
They build trust.
They know what's relevant.
They make recommendations.
They influence people to take action.

Those are exactly the skills that make someone successful in this role.

The difference?

Instead of influencing someone to try a new restaurant, buy a product or click a link, you'll be helping **Staten Island business owners make smarter decisions about how they market their businesses.**

And you'll be able to see the impact your ideas have on real businesses right here in your own community.

You'll Be Out There, Not Behind a Desk

Let's make this part clear:

This is not a remote job.

This is a full-time, **in-person, on-the-road Staten Island position.**

Your territory is Staten Island.

You'll be walking into businesses, meeting owners, visiting clients, networking, attending local events, making connections and looking for opportunities.

Some days you'll have scheduled meetings. Other days you'll spot a business you think we should be working with and introduce yourself.

You'll prospect.

You'll follow up.

You'll ask for referrals.

And yes, sometimes you'll hear **no**.

That's part of it.

The right person is someone who hears "no" and thinks, **"Okay. Who's next?"**

Who We're Looking For

This could be an especially great opportunity for a **recent college graduate** looking to build a career in marketing, media, advertising or business development.

You might be a great fit if:

- You're outgoing and genuinely enjoy meeting new people.
- You're comfortable starting conversations with people you don't already know.
- You understand Instagram, Facebook, TikTok and the expanse of today's social media environment.
- You can look at a business's social presence and immediately start thinking about what could be better.
- You're interested in branding, advertising, content and consumer behavior.
- You understand that getting someone's attention is only valuable if you eventually get them to **take action**.
- You're competitive and motivated by results.
- You're comfortable being accountable for your own goals.
- You're organized enough to manage clients, meetings, proposals and follow-ups.
- You're curious and ask good questions.
- You can communicate an idea without sounding like you're reading from a script.
- You want to learn the business side of marketing, not just the creative side.
- You'd rather be out meeting people than sitting behind a desk all day.
- You're coachable, ambitious and ready to learn.

And if you're already plugged into **Staten Island businesses, restaurants, organizations, sports, schools or community groups**, that's a definite plus.

You'll Learn How Marketing Actually Works

This isn't just about learning how to sell an advertising product.

You'll learn how businesses use **direct mail, social media, digital advertising, audience targeting, offers, creative, frequency and data** together to generate customers.

You'll learn how to sit down with a business owner, understand the economics of their business and create a marketing recommendation that makes sense.

You'll also learn something that can benefit you throughout your career:

How to sell an idea.

Whether you eventually build a career in sales, marketing, advertising, management or entrepreneurship, knowing how to communicate an idea and get someone excited enough to act on it is an incredibly valuable skill.

See Our Work

We believe the best way to understand what we do is to see it.

Check out **@ClippNYC** and **@ValpakStatenIsland** pages on Instagram to see some of the businesses, campaigns and marketing our team is working on throughout the Staten Island market.

This is the type of work you'll be **representing, appearing in, closing and helping local businesses put to work.**

If you look through those accounts and immediately start thinking:

"*I know businesses that should be doing this*."

Or:

"*I have ideas for how we could make this even better.*"

We definitely want to talk to you.

What We Offer

- **Paid training and onboarding** in marketing, digital strategy, social media, analytics and consultative selling.
- Hands-on experience working directly with real Staten Island businesses.
- A marketing portfolio featuring **Valpak, Valpak Reach, Clipp, social media management, paid social and targeted digital advertising.**
- Marketing technology, audience targeting tools, campaign reporting and performance data.
- Sales incentives, bonuses, contests, trips and rewards for top performers.
- Medical, Dental and Vision benefits beginning the first of the month after hire.
- 401(k)
- PTO.
- Ongoing training and professional development.
- The opportunity to build your own client portfolio and grow your income as you grow your business.

Most importantly, you'll have an opportunity to develop **real-world marketing, communication, relationship-building and business skills** that are difficult to learn sitting behind a desk.

Fair Warning: This Job Isn't for Everyone

If you want to spend your entire day creating content from home, this probably isn't your job.

If walking into a business you've never been in before and introducing yourself sounds terrifying, this *might* not be your job.

But if you're the person who knows everyone...

If you're naturally good at getting people excited about something...

If you're always sending friends restaurants they need to try, products they need to buy or places they need to go...

If you understand why certain businesses crush it on social while others can't get anyone to pay attention...

And if you're excited about turning those abilities into an actual career...

This might be your job.

Ready to Make an Impact?

We're looking for someone who understands that **influence isn't just about followers. It's about getting people to take action.**

We'll teach you the solutions.

We'll teach you our platforms.

We'll teach you how to build effective campaigns.

You bring the personality, curiosity, ambition and willingness to get out there.

Help us influence where Staten Island shops, eats, hires and spends.

Apply today to join Valpak + Clipp as a Local Marketing & Brand Consultant.