

DIGITAL MARKETING SPECIALIST

Under the direction and supervision of the President, the Digital Marketing Specialist is responsible for the digital marketing services of the agency. They interface between the client and the account team, and are responsible for taking strategic marketing plans and interpreting them into “big ideas” for the client’s digital needs. Most of all, the Digital Marketing Specialist should have a “vision” about the importance of the digital product to the future success of the agency and the business growth of its clients.

Responsibilities:

- Coordinate end-to-end production digital advertising, social media advertising, analytics, SEO, email marketing and other new media
- Craft and manage digital marketing campaigns including platform selection, advertising placement, keyword strategies, budget allocations, and implementation of campaigns across all digital marketing, pay-per-click and social media platforms
- Collect and interpret analytics information, adjusting strategies to fit business goals
- Stay abreast of changing algorithms, platform changes and software enhancements, ensuring best practices evolve with time
- Standardize agency digital media workflows, products and pricing, while continually evaluating for changing technology
- Develop and implement digital process improvements including monitoring, reporting tools, and paid campaign management tools
- Monitor and measure performance of all digital marketing activities against goals and budgets
- Ensure digital practices follow current laws, licensing agreements and ethical best practices
- Communicate updates on project timelines, status and budgets to internal project managers or clients
- Practices effective prospecting, relationship development and soft sales efforts; resulting in a steady increase of new business from both new and current clients
- Effectively presents, sells and defends all agency work/proposals to prospects and clients
- Assists with and participates in new business proposals and presentations
- Attends and participates in client meetings, presentations, and brainstorming sessions
- Represents the agency or its clients at industry and community and client functions
- Assists with new technology evaluation, purchases and implementation
- Assists with development of business functions, operations and processes
- Support other client, agency and business projects as needed

Requirements:

- 3-5 years applicable industry experience
- Associates or Bachelors Degree preferred, but not necessary
- Experience in Google Ads/Pay Per Click platform, Google Analytics, and Tag Manager
- Experience in Social Media Advertising Platforms including Facebook, Instagram and LinkedIn
- Experience in Email marketing, CRM and related platforms such as MailChimp, Constant Contact, Pardot, Sales Force, and Hubspot
- Experience in SEO and basic website development knowledge in Wordpress, Google Search Console

Necessary Traits for the Position:

- Demonstrated ability to apply marketing concepts to achieve business goals.
- Possesses effective communication skills
- Demonstrates the ability to work independently and meet deadlines
- Ability to prioritize projects, pay excellent attention to detail, and multi-task
- Able to manage a fluid budget across tactics, platforms, and vendors
- Ability to quickly learn and leverage new digital technologies
- Self-starting initiative and a relentless focus on delivering results
- Possesses integrity, passion and enthusiasm for your work

