

BASIC FUNCTION OF THE JOB

The Digital Marketing Specialist assists in the planning, execution and optimization of our online and event marketing efforts. The ideal candidate will have a passion for all things marketing and technology. We need someone that is well versed in the concepts surrounding digital marketing and how the Internet can become a strong asset to securing growing revenue. Looking for someone tech-savvy and imbued with great ideas to generate and reinforce marketing campaigns for our growing company. We are 100% work-from-home. As such we can provide significant schedule flexibility, but we also require support across multiple time zones.

WORK PERFORMED

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Essential Functions of the Job:

- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (LinkedIn, YouTube and Twitter)
- Manage and Run Ad Campaigns through Google AdWords, LinkedIn, etc. to generate leads
- Bold, implement and monitor campaigns using Infusionsoft
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Provide creative ideas for content marketing and update websites
- Devise insightful metrics and measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, Hootsuite Analytics, Databox, Twitter Analytics, LinkedIn Analytics, YouTube Analytics, etc.)
- Acquire insight in online marketing trends and keep strategies up to date.
- Support blog writing from team members through both peer review / informal feedback and formal editing
- Other duties as assigned

Measures of Success:

- Website & Traffic Metrics
 - Benchmark and drive improvements in Website traffic, returning vs. new visitors, click-through rate and pages per visit
- SEO Optimization
 - Benchmark and drive improvements in Search Traffic, Keyword Rankings and Bounce rates
- Social Media Tracking

- Benchmark and drive improvements in Likes, Comments and Shares, as well as Follower Growth Rate and Conversions

MINIMUM REQUIREMENTS

Education and/or Experience:

- Professional writing experience-copywriting preferred: 3 years (Required)
- BS in Communications/Marketing or BA in Graphic Design or 2-4 years of experience in the field or in a related area. (Required)
- CRM and campaign management: 3 years (Preferred)
- Project Management, Change Management, Resource Management field experience (Preferred)
- Analytic skills, data mining, reporting: 3 years (Preferred)
- Experience with Wordpress and Infusionsoft (Preferred)

KNOWLEDGE, SKILLS, AND ABILITIES

- Proven experience as Digital Marketing Specialist or similar role
- Excellent understanding of digital marketing concepts and best practices
- Experience with B2B social media, Google AdWords and email campaigns and SEO/SEM
- Expert-level knowledge of web analytics tools (e.g., Google Analytics, Databox, etc.)
- Skills and experience in creative content writing
- Experience in Website Design and Creation
- Experience in Logo Design
- Photography and video editing experience
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills
- Must be Proficient with WordPress, LinkedIn, Twitter, Infusionsoft, Excel and YouTube

Must be able to balance multiple initiatives at any given time and stay on top of the details for each. Strong presentation and communication skills are absolutely essential. Positive attitude and customer-centric attitude are key. Must be a self-starter and quick learner and comfortable in a fast-paced environment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by a teammate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to: stand, sit; talk, hear, and use hands and fingers to operate a computer and telephone keyboard, reach, stoop and kneel
- Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus due to computer work

WORK ENVIRONMENT

The work environment characteristics described here are representative of those a teammate encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

- Majority of work is work-from-home, so candidate must have reliable high-speed internet access
- Moderate noise (i.e. business office with computers, phone, and printers, light traffic).
- Ability to work in a confined area
- Ability to sit at a computer terminal for an extended period of time