



## DIGITAL MARKETING SPECIALIST POSITION SUMMARY-

### DIGITAL MARKETING SPECIALIST

We are looking for an online digital marketing guru who knows how to implement, track, optimize, and report on digital deliverables across multiple platforms. Nerd out on data? You are our human! You will build campaigns on a variety of online demand-side platforms, social, e-commerce, navigation, and crowd-sourced review platforms such as Google AdWords, YouTube, Amazon, META, TikTok, LinkedIn, Nextdoor, Waze, and Yelp. The ideal candidate should be extremely organized, self-motivated, collaborative, and encompass the desire and aptitude to learn quickly while effectively multitasking. Like making an impact while you work? You really are our human! Apply today!

### SKILLS + TRAITS + ABILITIES:

- Strong understanding of digital marketing best practices.
- Knowledge and experience with Google products, particularly Google Analytics and Search Console. Google Analytics Certification is not required but preferred
- Knowledge of buying and working within social platform ads manager such as Google Ads, Google Search, YouTube, META, TikTok Ads Manager is not required but preferred.
- Proficient knowledge of launching, creating, running, optimizing, and delivering online marketing campaigns.
- Experience working in a variety of online social, e-commerce, navigation, crowd-sourced review platforms.
- Familiar with online platforms that deliver programmatic ads like The Trade Desk, Google Campaign Manager, DV360, StackAdapt, MediaMath.
- Excellent written and verbal communications skills to effectively interact with clients on reporting of campaigns.
- Strong organizational skills and the ability to work effectively in a cross-functional team environment to accomplish goals and efficiently execute campaigns within deadline.
- Ability to find creative and messaging solutions for campaigns.
- Ability to work well under pressure and in a fast-paced environment while meeting deadlines.
- Strategic and creative thinking – always focusing on innovative, but measurable client solutions.
- Capacity to coordinate and communicate with project managers and sales team members on expectations of online marketing campaigns.
- Proficient in Spreadsheets; PowerPoint, Google Analytics, excel – pivot tables, chart making, and reporting techniques.
- Presenting recaps at month end with Project Manager and the client.
- Demonstrated ability to work independently and manage multiple projects and deadlines simultaneously.

## RESPONSIBILITIES WILL INCLUDE:

- Works with Senior Digital Multimedia Manager on overall campaign strategies to maximize traditional and digital ad campaigns.
- Work with Project Managers to provide clients with visibility into all digital campaigns and results.
- Provide regular campaign updates to the Project Managers and/or external stakeholders to ensure the client's KPI is met.
- Conduct in-depth research to identify new market opportunities and consumer preferences to support campaign creations
- Uploading multiple creatives in multiple digital platforms and trafficking ads.
- Responsible for pacing, margin, and performance for all programmatic campaigns
- Set specific marketing goals that align with the overall direction and business goal within multiple platforms.
- Lead monitoring and performance and executes programmatic campaigns such as display advertising campaigns to include CTV, display, native, and audio streaming., organic social media, paid social ads.
- Designs, builds, and maintains organic and paid social media presence for various accounts.
- Track and measure marketing outcomes, performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Forecast and identifies market trends and insights and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies and stay up to date on all digital media trends.
- Collaborates with internal teams to create landing pages and optimize user journey/experience and lead generation.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Identifies critical conversion points and drop-off points and optimizes user funnels.
- Establish and collaborates with third-party websites and reputed vendor partners
- Attending client meetings as necessary to translate campaign insights.
- Provides thought leadership and perspective for adoption where appropriate.
- Communication of results, recommendations, and requests to clients in an operational capacity.
- Other duties as assigned by management.