

## JOB DESCRIPTION

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# DIGITAL MARKETING SPECIALIST

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## About Ampersand

We're a growing, full-service marketing agency located in Pewaukee, WI. Founded in 2010, we deliver marketing and advertising solutions to businesses across many industries and markets. With a passion to Fuel and Simplify Business Growth, we pair a business mindset with inspired creative to help clients reach their full brand potential. We know success isn't a one-time destination, it's a never-ending pursuit.

## Position Summary

Ampersand is looking for a Digital Marketing Specialist to plan, execute, monitor, and optimize digital marketing campaigns that drive awareness, engagement, and conversions for our clients. Reporting to the Director of Digital Services, this professional will enhance and elevate key functions of the Digital Workgroup, including digital strategy, digital advertising, social media, email marketing, SEO, and web analytics. The ideal candidate will have the confidence, drive, and experience to lead digital campaigns, while continually learning and growing as digital marketing evolves.

## Ways You'll Contribute

- **Digital Strategy** - Build an understanding of the business goals of our clients, audit their existing digital properties and campaigns, and recommend digital marketing strategies and tactics you believe will be most effective.
- **Digital Advertising** - Develop PPC strategies and build search, display, and video campaigns using ad groups, keywords, audiences, and geographic targeting. Actively monitor campaign performance and ad spend, while discovering opportunities for optimization.
- **Social Media** - Devise and document paid and organic social media strategies including client goals, target audience, platforms, content types, and ongoing management. Plan and execute monthly social media content calendars and monitor and optimize social ads.
- **Email Marketing** - Ideate and help develop client email campaigns. Clean, import, and manage recipient lists through the use of audiences, segments, and tags. Test and schedule/send email marketing campaigns that adhere to industry best practices.
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- **SEO** - Grow local SEO visibility through local search auditing, online reputation management, and citation building. Research and identify target keywords and create search-optimized page titles, descriptions, and other on-page content.
- **Analytics & Reporting** - Identify, create, and monitor website goals and KPIs, and ensure accuracy of tracking. Convert analytical data into custom reporting dashboards to share with clients on a monthly basis.

## Ideal Candidates Will Have

- Bachelor's degree in marketing or related field
- 2+ years of digital marketing experience
- Demonstrable examples of your work
- Experience working with Google Ads, Google Tag Manager, Google Analytics, Google Data Studio, and/or Google My Business (certifications a plus)
- Experience managing social accounts on Facebook, LinkedIn, and Instagram
- Experience with email marketing platforms, such as Mailchimp or Constant Contact
- Familiarity with Google Workspace applications (Docs, Sheets, Slides, etc.)
- Familiarity with Adobe Creative Cloud products (Photoshop, InDesign, XD, etc.)
- Graphic design and/or copywriting experience a plus
- Strong self-starter with the ability to work independently and collaboratively
- Strong verbal and written communication skills
- Agency experience is a huge plus

## Traits We Look For

- Ability to apply marketing concepts to achieve business goals
- Able to manage a fluid budget across tactics, platforms, and vendors
- Ability to prioritize projects, pay excellent attention to detail, and multi-task
- Self-starting initiative and a relentless focus on delivering results
- Naturally inclined problem-solver with an “everything is possible” attitude
- Operates as a both a creative leader and team player
- Passion to help grow the agency and its client's businesses
- Possesses effective communication skills

