

JOB DESCRIPTION

DIGITAL COORDINATOR

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

The Digital Coordinator helps plan, execute, monitor, and optimize digital marketing campaigns that drive awareness, engagement, and conversions for our clients. Reporting to the Creative Director, you will play a key part in the day-to-day execution of Digital Workgroup initiatives, including digital advertising, social media, email marketing, SEO, and web analytics. The ideal team member will be detail-oriented, organized, and have the drive to confidently execute digital strategies, contribute to campaign performance, and grow their expertise as digital marketing continues to evolve.

Position-Specific Responsibilities

This position is responsible for the following areas at Ampersand:

- **Digital Strategy** - Understand client business goals, client digital marketing strategies and tactics. Support in the research and development of client digital marketing strategies and tactics. Stay up to date with digital trends and best practices.



- **Digital Advertising** - Support the client digital advertising strategy by building search, display, and video campaigns using platform and industry best practices. Actively monitor campaign performance, trends, and budget while discovering opportunities for optimization. Assist in digital media placement coordination and insertion orders.
- **Social Media** - Support the client's paid and organic social media strategy by optimizing target audience, platforms, content types, and ongoing management. Plan and execute monthly social media content calendars. Monitor, review and optimize social ads and organic engagement.
- **Email Marketing** - Ideate and develop email campaigns that meet email strategy and client goals. Clean, import, and manage recipient lists through the use of audiences, segments, and tags. Build, test, and schedule/send email marketing campaigns that adhere to industry best practices.
- **SEO & Web Support** - Support on-site and off-site SEO strategies using website and local search audit tools. Execute ongoing optimization of on-page content, link building, citation management, and search engine performance.
- **Analytics & Reporting** - Support and understand client analytics and reporting dashboards using Google Analytics, Tag Manager, and LookerStudio. Assist in the execution of data collection and website and digital advertising metrics reporting. Offer insight and opportunities to improve digital strategy and execution.

Agency-Wide Responsibilities

Everyone at Ampersand is expected to follow our Agency Brand Standards including:

- **Embody the Agency's Core Values** - You Can Count on Me. Balance Takes Perspective. Individual Talents, Incredible Team. Past. Present. Future. People Before

- **Foster a Positive and Productive Workplace** - Collaborate to ensure the best possible outcomes for our clients. Maintain a positive, helpful attitude. Use physical and virtual workplace tools to work and communicate in an effective, efficient, and timely manner. Meet or exceed your position-specific productivity goals.
- **Achieve Agency and Client Quality Standards** - Produce high-quality work on-scope, on-time, and on-budget. Follow policies and procedures to ensure industry, business, legal, and ethical best practices are met. Reduce errors, write-offs, and



miscommunications. Use project management systems, softwares, and other resources to your fullest ability.

- **Contribute to the Agency's Growth Plan** - Understand how your role impacts agency success. Build and enhance prospect and client relationships. Present, sell, and defend our work/proposals to prospects and clients. Represent the agency at industry, community, and client functions. Participate in the strategy and execution of agency marketing and sales plans. Stay abreast of industry, market, and competitors.

Ideal Team Members Will Have

- Bachelor's degree in marketing or related field
- 2+ years of digital marketing experience, agency experience is a huge plus
- Demonstrable portfolio examples of your work
- Experience working with Google Ads, Google Tag Manager, Google Analytics, Google Looker 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, Constant Contact, Klayvio, Nutshell
- Familiarity with Google Workspace applications (Docs, Sheets, Slides, etc.)
- Familiarity with Adobe Creative Cloud products (Photoshop, InDesign, XD, etc.)

Traits We Value

- 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 both a creative leader and team player
- Passion to help grow the agency and its client's businesses
- Possesses effective communication skills
- Ability to work independently and collaboratively
- Strong verbal and written communication skills

