

JOB DESCRIPTION

DIGITAL MARKETING SPECIALIST

Under the direction and supervision of the Digital Workgroup Leader, the Digital Marketing Specialist is accountable for supporting all job responsibilities outlined in the Digital Workgroup to deliver all outcomes outlined in the agency's growth plan.

DIGITAL WORKGROUP FUNCTIONS

- // Digital Strategy & Execution
- // Digital advertising
- // Social media
- // Analytics
- // Search Engine Optimization
- // Search Engine Advertising
- // Email marketing
- // Website development, support & hosting
- // Domain management
- // Other digital platforms

OUR BRAND STANDARDS

- // Embody the agency's core values
- // Foster a positive and productive workplace
- // Achieve agency and client quality standards
- // Contribute to the agency's growth plan

STRATEGY & VISION

- // Support in identifying and aligning Workgroup strategic goals with the agency's strategic goals
- // Carry out execution plan to ensure Workgroup strategic goals and growth expectations are met
- // Collaborate with other Workgroups to ensure agency's growth expectations are met
- // Research and analyze industry, market, and competitors to make proactive and informed decisions
- // Meet goals associated with revenue and expenses to achieve Workgroup financial expectations
- // Execute and provide feedback on implementation methods designed to streamline operations, maximize profitability, and increase customer satisfaction
- // Assist in evaluation of new technology selections and following implementation processes



- // Follow the outlined Workgroup practices to ensure current laws, licensing agreements, and ethical best practices are met

CLIENT RELATIONS & NEW BUSINESS

- // Build and enhance client relationships
- // Represent the agency or its clients at industry, community, and client functions
- // Practice effective prospecting and relationship development
- // Present, sell, and defend agency work/proposals to prospects and clients
- // Participate in new business proposals and presentations
- // Participate in the strategy and execution of agency marketing and sales plans
- // Provide feedback on new agency service offerings, pricing, and promotional strategies

JOB RESPONSIBILITIES

All employees are responsible for active contribution to their primary Workgroup functions. As a contributor to your Workgroup, you are expected to generate billable services that align with your skill set and experience, including:

- // **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, and geographic targeting. Actively monitor campaign performance and ad spend, while discovering opportunities for optimization.
- // **Social Media** - Devise and document social media strategies including client goals, target audience, platforms, content types, and ongoing management. Work closely with our Creative and Client Services Workgroups to plan, develop, and execute monthly social media content calendars and engage with followers.
- // **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.
- // **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.
- // Other digital platforms, client, agency, and business projects as needed

REQUIREMENTS

- // 2+ years applicable industry experience preferred
- // Associate's or bachelor's degree preferred, but not necessary
- // Demonstrated experience across all job functions
- // Ability to contribute in agency sales and marketing activities
- // Strategic marketing experience and agency experience desired

NECESSARY TRAITS FOR THE POSITION:

- // 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

