

## Digital Marketing Manager

**Status:** XX hrs per week during the hours of X:XX am to X:XX pm EST)

**Rate:** \$XX/hr

**Location:** X

**Overview:** The Digital Marketing Manager is responsible for helping to develop, execute, and assess successful online marketing strategies, as well as offline marketing initiatives, for COMPANY NAME. They play an integral role in the development and maintenance of our website and other online initiatives (including, but not limited to: social media accounts, blogs, paid advertising, press release syndication, etc.). The Digital Marketing Manager will be in charge of ensuring projects are completed on time and on budget, and will report to his or her overseeing supervisor to manage expectations for quality and effectiveness.

The Digital Marketing Manager must adhere to and advance COMPANY NAME's processes and procedures. They must also immerse themselves into our industry to better understand our goals, competitors, and marketplace to serve as a knowledgeable resource.

The Digital Marketing Manager will be responsible for staying current with Internet Marketing best practices. They must be creative, driven, and capable of working on their own to meet deadlines. They should also be a team player, willing to work with others to enhance their personal skill set and the capabilities of COMPANY NAME as whole.

### The Digital Marketing Manager will:

- Accumulate and maintain knowledge on COMPANY NAME's business objectives and goals, industry landscape, and target markets to share with internal team and assist in developing a solid, ongoing Digital Marketing strategy.
- Collaborate with prominent members of the company, including executives, to develop marketing materials and content.
- Regularly assess the quality of COMPANY NAME's website and adjust to ensure it reflects the latest best practices for usability and conversion.
- Create content (e.g. sales documentation, product videos, website copy, blog posts, social posts, infographics) to articulate the benefits of our products and/or services to our target markets.
  - This also includes editing content produced by teammates and/or freelancers, including conceptualizing the projects upfront and copy-editing prior to publishing.
- Grow new leads by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Manage all channel marketing communications (newsletters, social media, webinars, product notifications, etc.).
- Stay on top of Internet Marketing trends and best practices with a heavy focus on search engine optimization.
- Routinely analyze competitive, keyword, web, social, and newsletter analytics and adjust marketing strategies according to findings.

- Maintain project timeline(s) and a content calendar, keep up-to-date task list for deliverables and other open items, and provide reports internally.
- Create/edit artwork using graphic design skills ranging from web graphics and brochures to presentations, signage, and trade show materials.

**The right person for the job will have these qualifications:**

- A Bachelor's Degree in interactive media, English, journalism, communications, marketing, or advertising OR the equivalent of two or more years of experience in a similar position.
- Exceptional writing and editing skills with previous experience writing online content as well as the ability to adopt the style, tone, and voice of our business' various types of content.
- Graphic design and editing skills to develop site content and other needed artwork (Proficient in Adobe Creative Suite or similar technologies.)
- Be highly organized and goal driven in order to multi-task and meet deadlines.
- Have a solid understanding of digital marketing and all of the different ways a business might use it to grow. (Previous SEO experience is desired.)
- Be versatile in your ability to generate new ideas, write, and edit across multiple platforms (social, blogging, whitepapers, infographics, press releases) and various audiences (dealer vs end-customer).
- Desired experience with various platforms and web languages, such as HTML, CSS, Javascript, DNN, etc. Prior experience working with Wordpress is preferred.
- A dual-minded approach of being a highly creative and an excellent writer but also process-driven and relying on data to make decisions.
- Excellent organizational skills to work independently and manage projects with many moving parts/
- Experience with other creative disciplines is a plus (e.g. photography, video, events, front-end, audio/visual, etc.).
- Active and well-rounded personal presence on social media, with a command of each network and their best practices.
- Past experience with email marketing, lead nurturing, marketing automation, and/or web analytics.
- Experience with data-driven SEO analysis and optimization.