



MarketingWorks

DIGITAL MARKETING SPECIALIST

QUALIFICATIONS [WHO]

Marketing Works is passionate about being a conduit of success for everyone we touch. We live by our four core values: ***We get it. We do what it takes. We do the right thing. We care.*** It's imperative our Digital Marketing Specialist shares these values and embraces them both professionally and personally.

The Digital Marketing Specialist is honest, approachable and outgoing. This jack-of-all-trades enjoys a collaborative and flexible work environment; and is comfortable in a smaller company. This person is able to learn new technologies or processes on his or her own with minimal instruction from others. He or she is analytical and willing to learn and understand technical business-to-business client industries. This person carries a positive attitude while being balanced and intuitive.

He or she consistently provides the highest quality of work and possesses a strong work ethic. The Digital Marketing Specialist is a highly motivated self-starter who is committed to the success of the team. Not only is he or she willing to do what it takes to get the job done but inspires others through their work. The Digital Marketing Specialist consistently demonstrates the ability to successfully move into problem-solving mode whenever challenges or concerns arise, and he or she is not afraid to share ideas.

It's essential that this person multi-task while knowing how to prioritize. He or she is resourceful, knowledgeable and thinks outside of the box and isn't afraid to leave his or her comfort zone or admit failure.

WHY WORK FOR MARKETING WORKS [WHY]?

The team says:

- It's a relaxed, flexible environment (ability to work remotely and/or in the office)
- Employees come first
- Variety of work opportunities and industries
- Opportunity for growth
- Direct access to leadership (and mentoring!)
- Stable and growing business
- Close-knit team and a small company environment



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RESPONSIBILITIES [WHAT]

The Digital Marketing Specialist's responsibilities include, but are not limited to:

1. Set up and monitor Google Analytics accounts for clients
2. Analyze performance data and recommend optimizations to campaigns to ensure they are continuously bringing quality traffic while maintaining a strong ROI
3. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
4. Develop keyword strategies for clients for optimal website performance
5. Assist in the creation and execution of detailed SEO recommendations
6. Establish SEO audit and performance baselines
7. Provide detailed, actionable and competitive site analyses
8. Develop detailed recommendations for site enhancements
9. Assist with development of a comprehensive backlink strategy
10. Monitor progress and adjust the optimization strategy accordingly
11. Setup and manage multiple clients' PPC accounts on Google AdWords and Facebook across various industries
12. Perform daily, weekly and monthly optimizations based on the performance of the account and the clients' goals
13. Provide recommendations on opportunities identified based on the clients' goals and performance
14. Conduct comprehensive AdWords audit to identify areas of strength, weakness and opportunities
15. Gather and assemble background research information and analyses as needed in development of briefs, client plans, etc.
16. Provide administration and assistance to account personnel on day-to-day activities for assigned clients, including responding to client phone calls, production and creative deadlines, etc. to ensure continued progress of client workflow
17. Is aware of client activities to provide back-up should the Team Leader be unavailable
18. Assist with pre- and post-meeting initiatives (i.e., agendas, taking notes, proposals, correspondence, and other materials relating to account service)
19. Assist with client presentation, meetings, etc.
20. Manage some account projects with supervision
21. Proactively contribute ideas for accounts and projects
22. Regularly make recommendations to the project lead on how to improve a project
23. Accurately track and record all billable and non-billable time.



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SPECIFICATIONS [TICKET]

Required

- 2+ years post-internship experience
- Bachelor's Degree in marketing or related field
- Familiarity with digital analytics tools such as Google Analytics, Google Search Console, Adobe Analytics
- Google Ad certified
- Facebook Ad certified
- Proficient in WordPress
- Know CSS and HTML basics
- Understand basics of SEO
- Understand Email Marketing (i.e., Constant Contact or MailChimp)
- Ability to setup new social media accounts
- Proficient in Microsoft Office

Preferred

- Experience with WordPress's Beaver Builder
- Experience with WooCommerce
- Experience with Google Shopping platform or Amazon Selling
- Basic PhotoShop or InDesign skills
- Experience managing budgets, timelines and vendors
- The ability to manage multiple tasks in a fast-paced, deadline-sensitive environment
- B2B experience
- Agency experience (in-house or direct)

To Apply: Send your cover letter and resume to Melissa Howard at:
melissa@marketingworks360.com.