

# DIGITAL MARKETING MANAGER

## WHO [QUALIFICATIONS]

Marketing Works seeks an honest, approachable, and outgoing **digital marketing manager**. This jack-of-all-trades enjoys a collaborative and flexible work environment. Our ideal candidate is comfortable in a smaller company. You should be open, creative, and willing to learn. You'll fit in best with a positive attitude while being balanced and intuitive. We support and build one another up—this is not an office that tolerates gossip or those who like to bully or belittle. We want to add a team member with a sense of humor, a fun personality, and who is personable. And if you have a trivia specialty, all the better! We need help Tuesday nights!

However, the digital marketing manager knows when to focus on work. You will consistently provide the highest quality of work and possess a strong work ethic. You should be a highly motivated self-starter committed to the group's success. Not only are you willing to do what it takes to get the job done, you inspire others through your work. You are a driven go-getter.

You must be able to multi-task while knowing how to prioritize. You should see the big picture, be deadline-sensitive, and take ownership of the project. You should be resourceful, knowledgeable, and think outside the box while not afraid to leave your comfort zone or admit failure. You should also be a strategic thinker who is detail-oriented and organized while keeping the bigger perspective in mind. Being a good oral and written communicator means that you present well and can make the complex easily understood by others.

We want to talk to you if you live and breathe digital marketing. We seek a digital marketing manager to develop, implement, track, and optimize digital marketing campaigns across all digital channels for our myriad clients representing various industries.

In addition to all the above, you should have a firm grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. You will work with our established internal marketing team and our incredible clients to launch campaigns on time and on budget to get results that only Marketing Works can deliver.

## WHAT [RESPONSIBILITIES]

The digital marketing manager's responsibilities include, but are not limited to, the following:

- Foster a positive client-agency relationship based on mutual trust and respect
- Anticipate client problems and develop a plan for solving them
- Lead project management process for strategic projects
- Develop and implement digital marketing strategies aligning with the client's goals
- Conduct market research, understand the target audience, and identify marketing and growth opportunities
- Lead client meetings and explain the campaign details to the client with key performance metrics (KPIs)

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns for myriad clients representing a variety of industries
- Design, build, and maintain our social media presence and that of our clients
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Identify trends and insights and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Conduct SEO audits and establish performance baselines
- Provide detailed, actionable, and competitive site analyses, including detailed recommendations for site enhancements and the development of a comprehensive backlink strategy
- Perform daily, weekly, and monthly optimizations based on the performance of the account and clients' goals and adjust strategy accordingly
- Provide recommendations on opportunities identified based on clients' goals and performance
- Collaborate with internal teams to create websites and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints
- Instrument conversion points and optimize user funnels
- Collaborate with clients, internal, and external partners
- Evaluate emerging technologies and provide thought leadership/perspective for adoption where appropriate

## TICKET [SPECIFICATIONS]

### Requirements and skills

- BS/MS degree in digital marketing or a related field
- Significant results-based experience in digital marketing
- Expert knowledge of HTML, CSS, and JavaScript development and constraints
- Expert knowledge of CRM tools (Slate, Hubspot, Salesforce, Zoho, etc.)
- Superior online marketing and measurement skills
- Project leadership
- Storytelling
- Outstanding proven design and editorial skills
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, Google Search Console, Microsoft Clarity, Google My Business, NetInsight, Omniture, WebTrends)
- Solid knowledge of content management systems (WordPress, Square Space, etc.)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns
- Strong analytical skills and data-driven thinking

## WHY WORK FOR MARKETING WORKS?

The team says –

- It's a relaxed and flexible work environment
- A culture of caring
- 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