

**Job title: Digital Marketing & Advertising Strategist**  
**Reporting to: Brand Strategist**  
**Hours: Full-time**

## Responsibilities

Planning and implementing digital marketing strategies and campaigns to include digital advertising, media buy and budgeting, email automation, online marketing strategies, and analytic reviews.

## Job brief

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Strategist to develop, implement, track and optimize our digital marketing and media buy campaigns across all digital channels.

What does a Digital Marketing Manager do?

You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. The digital marketing strategist will work with the marketing team to launch campaigns on time and on budget. You must have media buy experience on all online platforms.

## Key responsibilities and tasks include

- Develop and execute strategies to drive online traffic to the client's websites
- Manage online brand, advertising, and product campaigns to raise brand awareness; which includes setting up social media accounts
- Developing advertising budgets
- Design, build and maintain our social media presence
- 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
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels

- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies and stay up-to-date on the latest trends and certifications. Provide thought leadership and perspective for adoption where appropriate
- Monitor engagement and analytics for advertisements and organic posts
- Quarterly, check other aspects of the social media profiles to ensure accurate, updated information and best use of keywords, etc.

## **Skill Requirements**

- Bachelor degree in Marketing or 2 years experience in related field
- 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 managing PPC, SEO, and affiliate programs
- Experience in Google AdWords, Facebook advertising, Instagram Advertising, You Tube Advertising, and Google Display Network
- Understanding of current online marketing concepts, strategy, and best practices
- Must have Google AdWords Certification
- Solid knowledge of website analytics tools
- Strong analytical skills and data-driven thinking
- Ability to analyze and improve paid marketing efforts
- Ability to speak clearly and confidently
- Ability to understand and articulate analytics
- Should be able to improve yourself everyday with both online and offline tutorials as digital marketing strategies are always changing
- Must be able to work independently and with a team

**To apply email resume, cover letter, and 2 references to [tammy@element212.com](mailto:tammy@element212.com)**