

**JOB PROFILE FORM**

# Digital Marketing Specialist

**HIRING PROFILE****Job Responsibilities**

*Describe the job role and the day to day tasks involved.*

- Create channel-specific messaging and weekly content plans for social posts for all social channels
- Create dynamic and compelling social posts exploring complicated topics
- Copywriting and editing for website, emails, blog posts, and social media channels
- Monitor and evaluate trends, data, usage, competitors and market/business conditions; recommends and executes on approaches to improve effectiveness of social media channels
- Maintain, audit and update company websites and all digital assets
- Manage website content to make sure all business segments and pages are updated
- Analyze web traffic metrics and suggest solutions to boost web presence
- Develop and execute solid plans to increase page views, unique visitors, dwell time and site stickiness to encourage repeat usage
- Set digital marketing strategies using all necessary tools (e.g. website, emails, social media, blogs, etc.) to support business and marketing strategies
- Driving optimization of the company websites through effective assignment and application of keyword and SEO/SEM strategies; utilize search engine analytics to measure traffic and recommend improvements
- Monitoring the latest technology and digital marketing trends and serving as a subject matter expert for digital marketing activities, identifying and applying best practices in digital marketing
- Benchmarking and measuring all digital and online performance against industry and company averages and making recommendations based on performance
- Monitor competitive landscape and proactively recommend new campaigns to maintain a competitive advantage
- Maintain and optimize email and web content deliverability goals with robust reporting; monitor and minimize unsubscribe/bounce/complaint rates and ensure spam regulation compliance (e.g. CAN-SPAM)
- Manage digital marketing deliverables including initial planning, implementation, monitoring, optimization, analysis and reporting
- Marketing coordinating functions including event planning and marketing communications
- Administrative tasks as needed.

**Qualifications**

*Describe the qualifications the staff must have in terms of skills and capabilities*

- Strong project management skills
- Comprehensive understanding of higher level digital marketing strategies for B2B sector
- Comprehensive understanding of SEO best practices and ability to leverage SEO insights to optimize SEM programs
- Experience with email campaigns, templates, landing page optimization, etc
- Solid knowledge of Google Analytics and Webmaster tools
- Superb command of the English language - superior written (grammar) communication skills including writing, proofing and editing
- Hands on experience with online marketing tools and best practices
- Familiarity with web design, HTML and WordPress.