



Position: Digital Marketing Specialist

The Digital Marketing Specialist is responsible for planning, executing, and optimizing paid ad campaigns for multiple clients. The ideal candidate has a passion for data, is well-versed in the PPC and digital ads landscape, and is driven by measurable results.

If this sounds like you, then we'd love to talk to you!

Digital Marketing Campaigns:

- Support full-scope digital ad campaigns. Including executing & optimizing cross-channel paid media strategies across a variety of platforms (i.e. Google Ads, Facebook Ads Manager, TikTok Ads Manager, etc) to drive sales, increase engagement, and grow website traffic.
- Collaborate with creative teams to create video and display content that meets client needs
- Assess performance data and optimize campaigns
- Build performance dashboards, verify connections, and maintain the boards weekly
- Set up reporting/conversion tracking and ability to troubleshoot on Google, Facebook, etc

Social Media & Email Marketing:

- Support Digital Marketing team with organic social media and email marketing as needed

Other marketing/communications projects and duties as assigned.

A well-qualified candidate will possess the following:

- Highly organized, detail-oriented, and able to manage/execute multiple ongoing projects
- Highly creative, strategic thinker with ability to develop fresh, executable ideas.
- Data driven, self-starter, ambitious, resourceful
- Solution oriented/problem solver
- Experience with SEO and SEM Strong written, verbal and collaboration skills

Required Knowledge, experience and skills:

- Bachelor's Degree in Communications, Marketing, Digital Media, or a related field
- 1-3 years of experience running digital advertising campaigns on Google, Facebook, Instagram, etc.
- Strong attention to detail while managing multiple projects simultaneously.
- Proficient in Facebook Business/Ads Manager, Google Ads, and Google analytics, etc.
- Familiarity with online marketing strategies and marketing channels
- Must be proactive and be able to work independently with little or no supervision
- Solid computer skills, including Google Suite, and DropBox, light Photoshop editing abilities is a plus