Digital Marketing Specialist

The Digital Marketing Specialist will assist the marketing team in building and implementing digital marketing campaigns to publish on a variety of outlets. They’ll work with their team to brainstorm ideas for digital campaigns, then they’ll build a schedule for each element of the campaign. This team member must have a solid understanding of the entire Digital Marketing ecosystem and the relationships that all channels have with one another. More specifically, you must have in-depth experience optimizing for search.

Duties and responsibilities for the Digital Marketing Specialist include but are not limited to:

* Handling strategic online initiatives
* Management of SEO and SEM strategy and execution
* Leading marketing campaigns from the idea stage through to their execution and implementation
* Monitoring and evaluating online media campaigns to keep them fresh and effective
* Working with other department heads and staff to discuss plans and marketing strategies
* Staying current with emerging opportunities in the digital marketing world
* GoogleAds and Pay Per Click experience/skill.
* Analyze trends, evaluate data and create reports on key metrics in order to monitor campaign efficiency
* Create and edit content for different platforms such as social media, website, and press releases
* Support the marketing team with planning, implementing, and monitoring marketing campaigns
* Assist with the production of marketing materials and collateral
* Attend weekly Marketing meetings to discuss past, present and future plans
* Utilize social media platforms (LinkedIn, Facebook, Twitter, Instagram, etc.) to advertise these events.
* Develops and delivers digital marketing strategy across a variety of platforms to drive leads and program awareness across all areas.
* Utilizes a variety of analytical software tools to evaluate performance and adjust digital marketing strategies.
* Manages all digital marketing activities including Google Ad Grants, PPC, and SEM campaigns.
* Abides by and upholds the branding guidelines set forth by Brand It Marketing Solutions

**Qualifications:**

* Strong written and verbal communication skills.
* Ability to problem solve.
* Attention to detail.
* Superior organizational and time management skills.
* Knowledge of relevant marketing tools and applications is required.
* Experience with SEO and SEM strategy and execution.
* Ability to develop and implement a strategy to continually optimize SEO across platforms and websites.
* Ability to utilize all analytic tools necessary such as SEO software, Google Analytics, and Google Ads Manager to make informed decisions on all web and digital advertising strategies.
* Bachelor’s degree in marketing or related field required or five or more years of experience in digital marketing and advertising.
* Well-versed in the use of social media as a marketing tool.
* Understands website metrics and best practices.
* Experience with search engine optimization, lead generation, and email marketing
* Able to work with colleagues at all levels to develop marketing goals and evaluate results.
* Excellent analytical and problem-solving and interpersonal skills.
* Ability to prioritize work and multi-task efficiently.
* Team player, willing to help wherever needed.

PLEASE NOTE: The above statements are designed to outline the functions and position requirements of this job. It does not identify all tasks that may be expected, nor address the performance standards that must be maintained. Drug screen and thorough back-ground check will be completed prior to employment.

Brannon Industrial Group is a family-owned business that offers competitive pay, insurance, 401K, profit-sharing and other benefits. Thank you for your interest and for considering us as your next place of employment. The information we obtain will be valid for 60 days. Please feel free to reapply after that time frame if you haven’t received any communication from us.

*As an Equal Opportunity Employer, Brannon Industrial Group does not discriminate on the basis of race, color, sex, national origin or ancestry, religion, marital status, age, veteran status or any other reason prohibited by law.*