https://almusmediagroup.com/job/digital-marketing-specialist/

Digital Marketing Specialist

Almus Media Group
Almus Media Group

Employment Type
Full-time

Date posted
February 15, 2022

Description

Digital marketing specialist is responsible for developing, implementing and overseeing long-term digital marketing campaigns as well as short-term advertising techniques. This role requires being adept at enhancing brand awareness, driving traffic to the company's website(s) and generating sales leads.

Responsibilities

• Meet with in-house and outside clients to establish need, identify tactics and review results
• Perform periodic social media strategy reviews with management and clients
• Develop and/or review monthly content calendars
• Assist with onboarding, training and oversight of department, freelance, and related staff
• Assist in creation of social media and digital content
• Serve as a resource for other parts of the organization
• Assist in identifying ongoing direction and growth opportunities for the organization

Qualifications

- Bachelor's degree or relevant experience in marketing or related field.
- In-depth knowledge of various social media platforms, best practices, and website analytics.
- Basic understanding of photo editing software (Photoshop, etc)
- Basic understanding of HTML is helpful.
- Highly creative with excellent analytical abilities.
- Outstanding written communication and interpersonal skills.
- Up-to-date on the latest trends and technologies in digital marketing.