JOB DESCRIPTION

| **Title** | DIGITAL MARKETING SPECIALIST |
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| **Reports To**  | [INSERT TITLE]  |
| **Type** | FULL TIME, PERMANENT | **Date** |  |

**Job Purpose**

The **Digital Marketing Specialist** is responsible for all digital marketing campaigns, including lead generation, market research, and active engagement with the business to improve the performance of [Organization Name]’s digital strategies.

This position is expected to create blogs, video logs, websites, articles, and and will promote [Organization Name] 's products and services.

The **Digital Marketing Specialist should** have a keen eye on the changing trends in advertising platforms/forums to ensure that potential clients and consumers see our company's advertising projects so they may take advantage of our services.

**Duties and Responsibilities**

Responsibilities include, but are not limited to the following:

* Create digital media strategies with business objectives that are in line with the [Organization Name]’s vision.
* Make digital content such as websites, blogs, articles, animated explainer videos, and so on; post company updates weekly
* Create brand awareness and establish [Organization Name]’s online presence.
* Conduct daily social media and SEO audits to ensure best practices are being followed.
* Maintain SEO best practices such as keyword research on a regular basis.
* Create a distinct online brand identity.
* Develop visual ideas for promotional activities, product portfolio, and company updates weekly.
* Create and manage Google Ads and social media marketing campaigns, as well as collaborate with the graphics team to produce engaging display ads.
* Distribute the company's message via social media and other online channels.
* Increase company sales by using online marketing.
* Increase customer engagement by implementing various marketing strategies.
* Monitor ROI and KPIs.

**Key Qualifications and Competencies**

* Degree in Marketing or a related field is required.
* Work experience as a Digital Media Specialist or Digital Marketing Manager is required.
* Professional credentials such as Digital Marketing Fundamentals and Digital Brand Management will be advantageous.
* A portfolio highlighting the projects completed thus far would be preferred.
* Hands-on experience with digital marketing software such as Hubspot, Active Campaign, and GetResponse, among others.
* Expert in Mailchimp, Twitter, Linkedin, Instagram, and other social media platforms.
* Basic HTML and web publishing skills are required.
* Quality content creation and management abilities.
* Competent in Microsoft Word, Excel, Outlook, and PowerPoint.
* Capable of performing a variety of tasks on a computer.
* Ability to multitask and manage complex projects.
* Outstanding organizational abilities.
* Ability to thrive with little guidance, to be proactive, and to deal with uncertainty.
* Can efficiently prioritize and manage one's workload.
* Can work both independently and as part of a team.
* Excellent networking and team coaching abilities.

**Working Conditions**

* This position is set in an office environment.
* The standard workweek for this position is [insert #] hours. The standard business hours for this position is [insert core hours]. Overtime and hours worked outside of the standard work schedule may be required.
* Extended periods of sitting.
* Formal COVID-19 precautions are in place for employees.