

Digital Marketing Specialist, Owned Communications

The **Digital Marketing Specialist** is a highly motivated, energetic individual who delivers active monitoring and management of client owned properties. They work closely with the account and activation teams to ensure integration of paid, owned and earned activities while exhibiting core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping consumers make better decisions by developing insights, implications and frameworks that compel teams to deliver the right message to the right person at the right time.

They are an integral team member of the digital marketing team, hyper-focused on the on-time and high-quality execution of tactics that support our clients' overarching digital marketing strategy. Responsible for creating, monitoring, optimizing, and assisting with the reporting of paid, earned and owned performance— they work in support of the senior digital marketing strategist and director of digital strategy, but also assists the client service, creative and digital production teams to ensure constant productivity and task completion.

As a DM Specialist, they are a stellar team player with a proven ability to deliver strong support across all owned and earned platforms. With a strong desire to grasp cultural and ever-evolving digital trends, they are tasked to bring that enthusiasm to every task in support of achieving client success. A strong work ethic, innate sense of curiosity and professional maturity is evident in every deliverable and interaction. Reports to the Senior Digital Marketing Strategist and Director of Digital Strategy and Integrated Solutions. Responsibilities include:

Digital Marketing Support

- Provide highest-quality administrative support for all communications, documentation, presentations, etc
- Provide all levels of support to Senior DM Strategist, Director of Digital Strategy and client service team as it relates to internal communications, note-taking, research and overall organization
- Own the on-time and accurate execution of responses, tasks, and deliverables for the team as it relates to channel schedules, workflows and other commitments

Owned Digital Communications

- Advise and assist in the development of activated platform copy and coordinating assets in cooperation with client service, creative and digital production teams
 - This role writes posts for all accounts with the exception of Perdue. The creative team will support on the Perdue account due to the volume needed.
- Deliver data-driven insights to guide content planning and asset development
- Schedule approved social posts and upload assets across activated platforms and implement proper UTM codes for tracking
- Activate and optimize copy and assets in support of desired KPIs and results

- Continuously monitor activity and response in support of cyclical performance reporting
- Deliver performance reporting and relevant insights for channels in your care
- Aid in the development of content editorial plans in support of organic social and email execution
- Conduct keyword research, assess marketplace conversations and activity and provide up-to-date insight on trends, language, formats, etc that are most relevant to clients and their target audiences
- Provide constant observations, trends and insights on competitor and industry activity

Earned Digital Media

- Provide recount of activities and observations on organic performance in conjunction with internal and external review periods
- Monitor, record and communicate changes/trends related to key factors that most impact organic search equity

Required Knowledge/Skills/Experience

- College graduate (marketing or communications specialty preferred)
- True passion for marketing, digital channels/platforms and overall problem-solving
- Strong verbal and written communications skills
- Strong ability to execute ideas through copy/post writing and content development
- Organized and diligent, specifically managing deadlines for multiple projects
- True team player, committed to every undertaking and willing to put maximum effort behind the greater work for the client, team and agency at large
- Proven experience managing cross-channel campaigns for multiple clients preferred

Preferred Platform Proficiencies:

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| • Facebook/Instagram Business Manager | • FB/IG/Twitter/Pinterest Page Managers |
| • LinkedIn Business Manager | • Microsoft Office Suite/GSuite |
| • Pinterest Business | • Google Analytics |
| • Sprinklr | • Google Data Studio |

Key Performance Indicators (KPIs)

- Expertise in owned and earned channels
- Understanding of the role they play in digital marketing strategy
- Knowledge of social media trends, platforms and usage habits
- Growth in knowledge of content marketing trends and opportunities
- Proactive participation in content planning and strategy development
- Ongoing monitoring of environment and opportunities that affect content
- Proactive optimization recommendations to improve performance
- Proficiency in reporting including relevant insights in channel activity and website impact
- Self-directed learning and professional development in social media and content marketing

2022 Goals – 1H 2022

- Media training and certification completion
 - Excel assignments (formulas, pivot tables) – Jan 2021

- Social Media Monitoring & Analysis – Feb 2021
- Social Strategy Development (Q1)
- Google Analytics – Beginner (Q1)
- Google Analytics – Advanced and Certification Exam (bonus) (Q2)
- Introduction to Data Studio (Q2)
- Work with Director to develop clear and efficient process for Organic Social (Q1 2022)
- Develop checklist for account team of information needed to guide project kick-offs (Q1 2022)
- Work with Director to identify automation opportunities to gain efficiency in role (Q2 2022)

