



DIGITAL MARKETING SPECIALIST

Job Description

Role:

The full-time, fully remote Digital Marketing Specialist (DMS) will be primarily responsible for executing and managing digital marketing campaigns, analyzing performance metrics, managing social media platforms, and creating strategies that align with clients' marketing goals. Daily tasks will also involve optimizing online marketing efforts, monitoring analytics to ensure deliverables meet expectations.

The DMS will work closely with the Creative Strategist and other team members. This job requires strategic thinking, strong marketing writing skills, and knowledge of paid social strategy/motivators.

An ideal candidate is passionate about digital marketing/social media, an avid and skilled writer, curious, a team player who likes to have fun, understands analytics and how to implement change as a result, is nimble and capable of working in a fluid environment, is proactive and hard-working.

Job Duties:

- Responsible for creating and implementing social media marketing strategies for PTE and its clients, aligned with master marketing strategies.
- Draft, edit, and publish on-brand content for PTE and its clients across a variety of social media platforms, including producing related graphics and/or short-form video as appropriate/needed.
- Facilitates page/channel management for PTE and clients' social media and reputation management (hours, images, menus, photos, aesthetic, etc.).
- Serve as a community manager on behalf of PTE and clients by producing and maintaining posting schedules and interacting with clients' audiences promptly to answer questions, promote interest/leads, generate conversation, and leads.
- Responsible for drafting compelling social media advertising copy aligned with PTE and its clients' brands, goals, and objectives.
- Provide online reputation management for clients, including monitoring, responding to, and tracking client reviews
- Optimize client and PTE social media marketing performance by implementing direction/ideas from monthly performance data/analytics.
- Monitor clients' competitor presences/perceptions, report to the team about opportunities and threats

- Other duties/tasks may be assigned.

Team Coordination

- While responsible for digital marketing efforts, work closely with the team to support overall client goals/strategies and a united, seamless approach
- Serve on the leadership team, aiding in continual process and team alignment improvement

Qualifications & Requirements:

- Ethical in all regards
- Strong writer with the ability to evoke emotion, action, and write on-brand for a variety of clients/industries
- Expertise in content creation, social media marketing, and digital marketing
- Proficiency with all social media channels, including Meta Business Suite
- One to five years of related experience (digital marketing job or internship)
- Committed to professional development/awareness of changes, and implementing proactive improvements.
- Ability to understand performance reports, analytics (Google Analytics, Meta reports, etc.), and identify trends, opportunities, etc.
- Passion for digital marketing, innovation, and a results-driven mindset
- Detail-oriented, highly organized
- Able to manage multiple clients/projects/deadlines effectively
- Able to communicate needs, concerns, ideas, and feedback openly – and take constructive criticism well
- Employs problem-solving skills proactively, acts as a solution-seeker
- Bachelor's degree in marketing, communication, journalism, or a related field
- Experience in customer service/issue resolution, or online reputation management
- Willing and excited to work in a fast-paced environment
- Able to oversee multiple projects/clients simultaneously (not multi-tasking)

Bonus Points

- Graphic design skills/familiarity with key programs (Adobe Creative Suite, Canva)
- Video production abilities, limited (iMovie, CapCut, Final Cut Pro)
- Great sense of humor
- Dog fan

Perks:

- Health, dental, and vision insurance coverage assistance after 90 days
- Paid vacation and sick time after 90 days
- Be part of an award-winning and minority owned and operated firm
- Work with a variety of clients and industries, including national brands
- Professional development opportunities in and out of the office
- Fun, flexible, and growing team