

Online Marketing Specialist

Location: In Office / Hybrid

Type: Full-time

The Online Marketing Specialist (OMS) is creative and analytical with demonstrable, hands-on experience developing and managing paid advertising campaigns on platforms including Google and social platforms. This is a highly collaborative role, working within the Marketing, Web and Design Teams to develop and deliver winning digital strategy within a defined scope.

Core Responsibilities:

- Support, plan and execute performance-driven paid media campaigns across a multitude of digital platforms
- Coordinate SEO projects, including reviewing and replacing meta and alt tags, keyword research, audience targeting and prepping assignment sheets.
- Monitoring budgets, adjusting bids, track KPI's to assess performance and identify new opportunities and platforms to improve ROI and conversions.
- Create/Edit and maintain reports on marketing initiatives and campaign effectiveness including business impact
- Staying up-to-date on digital marketing trends, potential new channels and strategies, updates to social media marketing, attribution, and programmatic media buying
- Track media spending, review receipts for accuracy and update monthly budget reports

Qualifications

- 1 year experience in digital marketing
- Understanding on how to build PPC campaigns on Google, and Social Platforms
- Understanding of digital marketing best practices and strategies
- Google Ads Certified in Search, Display, and Video, additional Google or Facebook Certifications are ideal

- An understanding of how to setup and analyze Google Analytics, tag manager and Search Console
- Strong analytics capability and ability to identify key insights and data
- Critical thinking and creative problem solving skills
- Analytical, organizational, time management, and project management skills

Education

- Required: Post-secondary degree in marketing, communications or a related discipline. Equivalent experience is acceptable.
- Preferred: Google Adwords and Analytics certification

Experience

- 1+ years SEO + PPC experience.
- Experience managing online budgets
- Experience with the setup and management of online marketing campaigns on the following platforms: Google Tag Manager, Google Analytics & Google Ads, SEO tools, and Social ad platforms
- Some experience in Social Media Marketing and building Social Media communities. Facebook certifications preferred.
- Some mobile marketing experience.
- Experience with Google Analytics, Google Data Studio, Google Keyword Planner and Google Tag Manager and tools related to PPC, SEO and reporting.

Skills, Knowledge and Abilities

- Able to use analytics to identify web- related problems + opportunities.
- Google Ads Certified in Search, Display, and Video
- Ability to review web problems + understand opportunities to provide actionable recommendations.
- Able to produce SEO plans + audit reports
- Able to work with a variety of people and teams, both in-person and remote
- Able to create and manage effective SEM PPC campaigns (1 year experience)
- Demonstrated ability to understand an individual brand's positioning and USP and to speak for the brand and with the brand's constituents in online media with the appropriate tone + manner.
- Have a good ability to manage time appropriately (time and task management)
- Understanding of online media metrics
- Strong written and verbal communication skills
- Detail oriented + thorough with all admin. tasks related to the online media management process.
- Can manage + prioritize multiple campaigns and deadlines at once.
- Strict attention to detail including campaign budgets + dates.
- Proficient with Google platforms including docs, sheets, webmail, analytics and dashboards

Salary: Commensurate with experience.

Application Deadline: Until hire is made.

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