



## Job Description

Where do you want to go? Pivot is a customer engagement agency that comes alongside our clients to help them comprehend their markets through our research division, connect with their audience through our marketing and creative services agency, and convert leads into opportunities through our training division. We are a group of dreamers and hard workers who love telling our clients' stories. We also love ice cream, because ice cream.

All applicants must submit a cover letter with your salary requirements, SEM/SMM experience and tell us about your favorite brand.

## Job Title: Digital Marketing Specialist

### ESSENTIAL DUTIES AND RESPONSIBILITIES (OTHER DUTIES AS ASSIGNED):

1. **Execute the company's digital marketing and web efforts for its clients.**
2. **The position is flexible based upon the particular skills and experiences of the employee but will include opportunities in areas such as Pay-Per-Click (PPC) marketing, Search Engine Optimization (SEO), social media, landing pages creation, and website content production.**
3. **Teaches other Pivoteers about digital marketing services the company offers.**

### Job Duties/Competencies:

You will be tasked with supporting our Digital Marketing team to rapidly scale our SEM and FB Paid Social campaigns. This includes managing multiple SEM/social/ad accounts for clients across the country.

- Identify, develop, and evaluate digital marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors
- Formulate, direct, and coordinate digital marketing activities and policies to promote products and services, working with account leads
- Conversion rate optimization
- Competitive intelligence gathering and analysis
- Digital video optimization for search and distribution
- Online media planning
- Build and manage Facebook & AdWords Ads
- Identify industry-specific keywords and keyphrases for clients' businesses
- Perform backlink and competitive analysis
- Track keyword rankings and provide regular reports and consultation to clients
- Design digital media campaigns aligned with clients' business goals
- Monitor ROI and KPIs for client accounts
- Stay up to date with digital media developments

## DIGITAL MARKETING SPECIALIST JOB DESCRIPTION

- Train other marketing staff regarding Pivot’s digital marketing offerings
- Manage budgets and optimization of active ad accounts
- Write optimized meta and on-page copy for SEO
- Audit existing landing pages for proper SEO and action driven copy.
- Write optimized meta and on-page copy
- Generate monthly reports for clients and be able to speak to the WHY behind each marketing decision
- Work closely with Design team to create conversion friendly ad images
- Write bulk copy and tag lines for multiple ad placements

### Supervisory Responsibilities

There are no supervisory responsibilities with this position.

### Education and/or Experience

Candidate must have at least 2 - 4 years of working experience in a similar digital marketing role

Resumes and cover letters required

Four-year degree from a university preferred

Must have direct response marketing experience

Must have paid SEM and social experience or you will NOT be considered

### Language/Communication Skills

Proven ability to build strong relationships with clients.

### Computer Skills

Google AdWords Qualified preferred.

Google Analytics Qualified preferred.

### Other Skills & Abilities

Strong interest in leading and growing a digital marketing group.

Strong understanding of customer and market dynamics and requirements.

### Travel Requirements

Willingness to travel (10-20%)

#### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms and talk or hear. The employee must occasionally lift and/or move up to 10 pounds.

#### Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

**DIGITAL MARKETING SPECIALIST JOB DESCRIPTION**

<p>Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.</p>	
<p><i>Department:</i> Marketing <i>Reports To:</i> Director of Strategy &amp; Special Projects <i>FLSA Status:</i> Exempt, Full Time</p>	<p><i>Prepared By:</i> Erik Doescher <i>Prepared Date:</i> 1/17/18 <i>Approved By:</i> Jeremy Graves <i>Approved Date:</i> 1/17/18</p>