

## Digital Marketing Strategist



Are you all things digital marketing with strong writing skills and a creative edge? Read on.... Sociable Media has its sights on the stars and is in need of new team member that can bring their clients vision to life.

As the Digital Marketing Strategist (DMS), you will execute client campaigns which include but are not limited to: building personal relationships with multiple clients, building out custom digital marketing campaigns (a mixture of PPC campaigns, Google AdWords, search engine optimization, & website analytics) while performing monthly reports to clients.

### What you'll be doing:

- Create effective and compelling digital media campaigns for Facebook, LinkedIn, Twitter, Instagram, Google Ads, and Snap Chat with ongoing adjustments
- Creating, monitoring and reporting on Online Advertising (PPC) campaigns, Usability (UX, PR).
- Executing and analyzing drip email marketing campaigns (Inbound Marketing)
- Writing blogs (occasional)

### What you need to get the job:

- Google AdWords and Analytics certification
- Familiarity with SEM/SEO strategies are beneficial skills to have in this position. Ability to create eye-catching headlines, meta titles & meta descriptions
- Maintain up-to-date understanding of search marketing industry
- Ability to create eye-catching ad copy and Proven persuasive writing skills
- Ability to spot trends and technologies that play roles in consumer's lives
- Provide ongoing support for a list of growing clients
- Knowledge of using website analytics tools for statistical analysis and reporting
- An understanding of search engines, search engine optimization (SEO) and basic factors that can influence rankings
- An understanding of the impact of other online marketing activities (e.g. social media)
- Knowledge of WordPress and/or other CMS
- Experienced using CRM systems (i.e. Salesforce, Hubspot, MailChimp)
- A sense of humour and ability to have FUN!
- Experienced with Inbound Marketing automation and creating sales funnels
- Experience with Google My Business best practices
- Excellent design skills and understanding of Adobe Creative Suite tools
- Ability to work independently and in a team environment
- Ability to work in a fast-paced, high-pressure environment and meet tight deadlines
- Exceptional time management skills including the ability to handle multiple clients with changing priorities
- Experience in editing video would be an asset

The position, at the moment, is a 1 year full time contract with an immediate start date and the hope of rolling into a long term permanent position. Our office is in Bedford with a beautiful view of the Bedford Basin. Flexibility is available to work where you thrive and with the hours you keep.

Please send a cover letter and resume in one document, in confidence to [jodi@grassrootshrconsulting.ca](mailto:jodi@grassrootshrconsulting.ca), referencing the position title in the subject line. Application deadline is on or before **Monday November 4<sup>th</sup>, 2019**. No phone calls please. Only those applicants under consideration will be contacted.

For additional information on our organization, please visit us at <https://sociablemedia.co/>