



## DIGITAL MARKETING SPECIALIST

Manages day to day technical, online marketing (SEO, SEM, website functionality, analytics, social) and online advertising (online display, eFlyers), projects and timelines. Manages budgets, and direct staff. Brings new online and digital ideas and opportunities while assisting with the creative digital concepts and development of those projects. The Digital Marketing Specialist manages online analytics, research and statistical data and presents to the client as needed. Experience with 508 compliance products.

### JOB DUTIES & EXPECTATIONS:

- Develop a cohesive digital strategy for ECU and clients, encompassing all lines of business and including all social and digital platforms. Provide digital strategy opportunities, targeting recommendations, and creative insights to ensure a successful digital campaign.
- Work with marketing managers to develop tactics that incorporate marketing efficiencies while supporting the priorities of the lines of business.
- Responsible for SEM/SEO management that include set up and monitor campaigns on Google, Facebook, LinkedIn, and other platforms adjusting as needed to improve results.
- Launch and manage digital ads across LinkedIn, Facebook, Instagram, YouTube, Twitter, and Google.
- Contribute to the marketing campaign optimization through data analytics, providing recommendations to geographic marketing leaders, and developing plans to ensure data and process integration of the system that supports vital marketing processes.
- Compile annual and monthly budgets from federal and corporate marketing teams (work with agencies to ensure budgets adhere to, up to date, and media spend optimized across digital tactics).
- Generate weekly, monthly, and quarterly performance reports and dashboards. Must be able to recognize and troubleshoot data anomalies.
- Use web analytics tools to perform an in-depth analysis of conversion goals; perform landscape and competitive analyses, audience research, and other market research. Analyze and report on paid media campaign data and performance.
- Create, analyze, and optimize paid search campaigns in Google and Social Media Ads focused on driving acquisition while meeting set Quality Score, CTR, Conversion Rate, and cost-per-acquisition benchmarks.

### REQUIREMENTS & SKILLS:

- Bachelor's Degree or equivalent experience in marketing, communications, or related areas.
- 2-4 years of experience in a digital marketing setting up, running, and managing paid media campaigns (digital campaigns, implementation, reporting, pay-per-click, analysis) / working with email and digital marketing technology (Google Ads, Facebook, and Tableau).
- Must have the ability to apply and assimilate knowledge and new skills, as well as embrace modern marketing practices, platforms, and running paid media programs.
- Exceptional problem solving, quantitative, analytical skills (practical experience) and content management system (CMS).
- Knowledge of conversion rate optimization (CRO), UX, SEO, and content strategy best practices for websites.

**Must be able to pass a background check.**

If you are interested, please send your resume to [careers@ecucomm.com](mailto:careers@ecucomm.com)

*ECU Communications is an equal opportunity employer. All aspects of employment, including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. ECU Communications is a diverse and inclusive company, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool.*