

Digital Marketing Specialist

Digital Marketing Services – Roanoke, Virginia

The Digital Marketing Specialist is part of the production team for our clients' digital marketing programs. Specifically, the Digital Marketing Specialist will specialize in digital marketing activities such as SEO, Digital Advertising, Email Marketing, Email Workflows, and Content Management. Although the DMS will specialize in an activity, they will still be responsible for helping with all other activities listed.

Responsibilities

Search Engine Optimization

- Improve keyword densities utilizing our 11-point process
- Organic link building
- SEO writing
- Keyword research and selection
- Local profile management and optimization
- Content posting

Digital Advertising

- Ad writing
- Keyword research and selection
- Budget management
- Conversion optimization
- Audience targeting and media trading
- Landing page ownership and continuous improvement

Email Marketing

- HTML email development utilizing various email service providers such as Pardot, Eloqua, Constant Contact, MyEmma, and more.
- Workflow and trigger development
- List building and segmenting
- KPI tracking and measurement

Social Media Management

- Post writing and scheduling
- Audience targeting and ad buying

Team Synergy

- Communicate progress and status of tasks with the Digital Marketing Manager
- Coordinate and consult with other Digital Marketing Specialists, Writers, Designers, and Developers.
- Continuously evolve your knowledge of online user behavior, digital marketing, and your clients.

Qualifications and Skills

Required:

- Bachelor's degree
- Strong analytical, organizational, prioritization, writing, and leadership skills.
- Systematic and process-oriented.
- High social confidence and a great communicator.

Preferred:

- Bachelor's degree in marketing or communication
- Familiarity with digital marketing tools and platforms.
- At least one year of working on a digital marketing team.

Benefits & Compensation

Benefits

- 401K
- Health Care
- Paid Vacation
- Paid Sick Days
- Flexibility for Personal Situations

Compensation based on experience: \$35,000-40,000 annual salary

Why do you want to work for LeadPoint Digital?

If you're a digital aficionado that enjoys the fruits of marketing, you're a perfect fit. We are a successful and fast-growing digital marketing agency operating locally and nationally since 1998. In the last year, we have more than doubled in size and are on-pace to double again. We pride ourselves on our passion for digital marketing, user behavior knowledge, and work ethic to make a notable impact for our clients. We look forward to you elevating our team and growing your career with us.