

## Digital Marketing Director

Digital Marketing Services – Roanoke, Virginia

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### Position Overview

LeadPoint Digital is looking for a talented Digital Marketing Manager to join our team. The digital marketing manager works closely with clients and our digital marketing specialists to develop and implement inbound strategies across a wide range of businesses.

### Responsibilities

#### Account Management

- Develop relationships and retain select client list by meeting or exceeding the program goals.
- Manage digital marketing programs.
- Continuously evolve your knowledge of online user behavior, digital marketing, and your clients.
- Compile reports from various platforms, including SEMRush, Google Analytics, Facebook, LinkedIn, Google AdWords, and more.
- Regularly communicate with your client list and the digital marketing team on the activity and effectiveness of the clients' digital marketing programs.
- Manage digital marketing schedule and production.
- Manage and update processes and procedures aligned with the digital marketing manager role.

#### Digital Marketing Responsibilities

- Develop and maintain program definitions for each client.
- Develop project definitions for each project your client has contracted.
- Collaborate with client to set social media and content calendars.
- Assign and see through social media content and posting.
- Assign and see-through content writing and publishing.
- Perform keyword research and selection for each client.
- Maintain SEO worksheets and production assignments.
- Provide guidelines for new AdWords programs by performing keyword research, selection, campaign assignment, ad group assignment, and loose ad writing. Assign loosely written ads to the writer – ensure the writer follows guidelines.
- Provide ad extension assignments for Google AdWords Ads.
- Review Google AdWords performance and continuously optimize to achieve the goals of the client.
- Provide scope of work documents to designers and developers for email marketing. See the project from the assignment through delivery.
- Setup and continuously improve reporting dashboards and advanced metric tracking.
- Additional production responsibilities as requested after digital marketing manager responsibilities, are completed.

## Qualifications and Skills

### Required:

- Bachelor's degree
- At least 3 years of working on a digital marketing team.
- 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.

## Benefits & Compensation

### Benefits

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

### Compensation

\$50,000 + incentives

## 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.