

## Position Description

<b>Position Title:</b>	Sr. Specialist, Digital Marketing
<b>Reports To:</b>	Alejandro Head
<b>Department:</b>	Digital Acquisition
<b>FLSA:(Exempt/Non-Exempt)</b>	
<b>Band/Level:</b>	

### Position Summary

- The Digital Marketing Specialist will work with the Search Engine Marketing Manager to create and implement acquisition marketing efforts to drive website traffic and overall customer growth through the organic search, paid search and paid display channels. The ideal candidate should be adept at proactively collaborating with cross-functional teams to drive positive results, including the development of testing strategy, insights analysis, and quickly turning learning into action.

### Duties and Responsibilities

- Contribute to the Digital Acquisition team's SEM & SEO vision, strategy, execution and optimization
- Collaborate with Creative, Content, and Social Media departments to ensure all technical, content, and social signals are being developed to help boost organic results
- Perform ongoing and extensive keyword research using keyword data tools to identify opportunities
- Identify and analyze competitor marketing efforts and strategies
- Stay informed of the latest search engine changes and updates, media trends and any target market trends that impact business
- Implement Search & Shopping campaigns via Google Ads & Microsoft Ads (Bing Ads)
- Implement tests in display networks such as Audience Network (Microsoft Ads), Display Network (Google Ads),
- Support other needs of the Digital Acquisition team as requested (Affiliate, Amazon, etc)

### Education and Experience

- Bachelor's degree in marketing or equivalent
- 2-3 years related experience. Excellent written and verbal communication skills; ability to handle multiple projects simultaneously. Has solid working knowledge of direct marketing principles and can easily adapt to the organization's marketing practices and policies.
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools
- Experience with digital marketing platforms including Google Ads, Microsoft Ads, SEMrush, Google Analytics, Google Search Console
- Google Ads Certification a plus
- Strong Excel skills

### Preferred Qualifications

- Excellent verbal and written communication skills, including solid proofing skills

## Position Description

- Organized and detail-oriented
- Proven ability to multi-task in a deadline-driven environment
- Ability to work effectively as part of a team
- Effective and creative problem solving and decision-making skills
- Collaborative and focused on solving problems

Position Description Approvals	
<b>Dept. Senior Executive:</b>	
<b>Date Approved:</b>	
<b>HR Representative:</b>	
<b>Date Approved:</b>	