



Position Description

Title: Digital Marketing Coordinator

Wage: \$15- \$20/hr + Profit Sharing

Reports to: CEO

Status: Part-Time, 20-30 hrs/wk Non-Exempt

Position Summary

The Digital Marketing Coordinator is responsible for providing strategic support and successful activation for multiple clients digital media campaigns, with focus on nationally branded products and services.

Essential Responsibilities

- Assists in management of media campaigns through Facebook Ads Manager, Pinterest Ads, Google Ads and numerous other communications technologies to unify strategy and optimize performance.
- Develops and deploys approved creative into scheduled social and various platforms.
- Cross-references campaign activation plans against in-platform campaign setup, solving alignment issues.
- Responsible for collecting, compiling, and aggregating weekly and/or monthly reporting.
- Schedule, maintain, and monitor ad delivery to ensure successful deployment of ads.
- Work collaboratively with team members and management to develop and continuously refine quality assurance processes that are systematic, efficient, effective and responsive to the changing needs within the team & clients.
- Work with the supervisor to coordinate, monitor, execute and document all media buying activities.
- Encourage greater social media participation.
- Ability to monitor online activity with brand awareness in mind, while driving online conversations.
- Ensures stewardship, application of brand standards, error-free execution, all while remaining flexible to deadlines.
- Stays up to date on all market/technology trends and pushes innovation to its limits.

Preferred Qualifications

- Bachelor's degree in advertising, communications, journalism or social media.
- 1-3 years of experience in digital marketing.
- Working knowledge of Facebook/Instagram Business Manager, Facebook Ads Manager, Google Ads, etc.
- Demonstrates success in managing process and quality assurance in a entrepreneurial working environment.
- Overall understanding of media landscape including digital and traditional media channels
- Effective time management and organizational skills, as well as strong attention to detail
- Ability to communicate effectively with internal team members and external groups.
- Knowledge of interactive marketing strategy and industry best practices
- Ability to manage multiple projects, prioritize, and meet flexible deadlines in a self-starters dream environment.
- Excellent verbal and written communication skills; excels at juggling multiple projects at once.
- Desire to grow and adapt in social content best practices.
- Entrepreneurial attitude: You're excited at the idea of building the agency with new platforms, tools, ideas and your own personal growth opportunities.

DISCLAIMER

The information presented indicates the general nature and level of work expected of employees in this position. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.