

Position & Job Description: Digital Marketing Manager (DMM)**Digital Marketing Manager Job Description**

Digital Marketing Manager position is an opportunity to leverage your demonstrated digital marketing experience in social media, email marketing and content marketing (2-5 years) by actively participating in a wide variety of digital marketing activities such as management of campaigns, influencer relations, social media outreach, community development and management, digital strategy and campaign development, brand perception management and helping to grow client brands.

DMM is expected to be active in the social media space, familiar with social media and content marketing norms/platforms and wishing to pursue a career with a digitally centric marketing firm dedicated to helping our clients turn conversations into customers.

You will be expected to create content for use in social media and email campaigns, craft and present marketing analysis reports, define implications of your findings and work with more senior strategists to recommend how a client can leverage those insights to achieve their business goals.

Responsibilities – the key responsibilities for this position include:

- Management of a comprehensive digital campaigns for clients and Converse Digital
- Creating content on behalf of clients and Converse Digital, including taking and editing photos and video content, formatting and posting content to client and Converse Digital social media, blog and other digital platforms
- Create and manage drip email campaigns for Converse Digital
- Create and publish marketing analysis and content analysis reports, present those reports to client and answer questions regarding your findings.
- Assist with the creation of Digital Consumer and Strategy presentations and possibly co-present with more senior team members
- Define and build relationships with key KOL's (Key Opinion Leaders) for multiple client brands
- Experiment with new and alternative ways to leverage digital marketing activities ("marketing R&D")
- Monitor trends in digital marketing tools, trends and applications and appropriately apply that knowledge to increasing the use of digital marketing by agency client brands
- Strategize with and educate the client management team and others across the client company on incorporating relevant digital marketing techniques into the corporate culture and into all of the company's products and services
- Measure the impact of digital efforts on the overall client marketing efforts

Experience – the ideal candidate will have experience in the following areas:

- Digital Marketing tools and techniques
 - Hootsuite
 - Co-Schedule
 - Word Press
 - Photoshop or similar photo retouching tool
 - Video editing tools
 - ConvertKit
 - MailChimp
 - SocialReport
 - MS Office
 - Google Docs/Sheets
- Project management
 - Writing/presenting business data to clients/senior management
 - Interfacing with clients to manage day-to-day activities associated with project management
 - Creating and managing projects within a project management application. We use Teamwork.
- Content Creation
 - Copywriting
 - Photography – taking and editing
 - Videography – shooting and editing

Attributes – the key attributes for a person applying for this position include:

- Creativity
- Takes personal responsibility for actions/projects
- **Has a point of view and able to defend it**
- Likes to solve problems
- Willingness to experiment
- Ability to deal with uncertainty
- Ability to contribute individually and/or participate in cross-functional teams
- Determination in the face of difficulty
- Ability to synthesize large amounts of data into actionable information
- Excellent writing skills and a willingness to use them
- Excellent verbal communication skills
- Persuasiveness
- Ability to create great working relationships with all levels within the company and across multiple disciplines
- Self-starter
- Work effectively with minimal supervision
- Sense of humor
- Drinks beer, bourbon ...or at least wine
- Thinks whiners should be shot or at least made the butt of many, cruel and inhuman jokes

The Perfect Person ...

Is a pretty smart cookie with outstanding critical thinking skills and the ability to stand in front of a room, on a moments notice, and compellingly articulate your thoughts. You're likely insanely curious and like figuring things out more than knowing the answer. You were the one blowing stuff up in high school chemistry class just because you wondered what would happen if...

You're connected to the larger world. You don't live in a bubble or your phone and you like keeping up to date on trends, ideas and memes that are floating around out there in the world. You may not like people that are different than you, but you sure do like learning why they are different. You don't make silly mistakes – proofreading isn't a foreign concept to you and you feel like crap when a silly typo/error makes it out into the world with your name attached.

You're not looking for a job. You want a career – preferably one that will lead you to something more important like making your mark on the world and if that mark happens to come with a decent sized paycheck, that's cool too.

You've met failure before and told him to piss off... then got back on your horse and figured out a way to be successful.

And finally, you understand that the best conversations aren't digital and are often had over a cold drink, roaring fire, good meal or a great cup of coffee.