



DIGITAL MARKETING MANAGER

JOB DESCRIPTION



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Summary

Kaulig Media is looking for an experienced data-driven Senior Digital Marketing Manager who is innately motivated, organized and adaptable. Someone who appreciates the ever-changing landscape of digital marketing and wants to continually learn and adapt to it. This person will be responsible for planning, developing, executing and managing marketing campaigns for clients as well as managing junior team members to support or delegate responsibilities. This person should be capable of implementing business analytics tools and using them to analyze metrics, identify trends and make recommendations based on data. The Senior Digital Marketing Manager will partner with the Account Managers and Project Managers to advise on cohesive digital marketing strategies for our clients.

The state date is somewhat flexible at this point.



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Responsibilities

Items that you are accountable for in being successful in this role:

1. Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
2. Develop and execute SEO strategies and track impact of efforts.
3. Identify target audiences and devise digital campaigns that engage, inform and motivate.
4. Plan and execute digital marketing campaigns on a wide variety of platforms including Google Ads, Facebook, Instagram, LinkedIn and YouTube.
5. Measure and report on the performance of all digital marketing campaigns and assess against goals. The ideal candidate will have experience using Google Data Studio and SuperMetrics to create custom dashboards.
6. Implement framework for tagging and tracking website performance, utilizing Google Analytics and Google Tag Manager.
7. Collaborate with internal teams to create effective campaign assets including ads, landing pages and emails.
8. Build workflows and email nurturing campaign strategy, utilizing marketing automation tools.
9. Plan, execute, and measure experiments and conversion tests to improve effectiveness of campaigns, websites and landing pages.
10. Brainstorm new creative growth strategies.
11. Train and nurture junior team members in digital marketing strategy and execution efforts.
12. Be attentive to calls, messages, calendar items, and emails with the clients, etc. Communicate proactively with the rest of the Kaulig Media team regarding your ability to fulfill responsibilities.



13. Track hours for the purpose of keeping projects within the proposed amount of billable hours as well as for the purpose of understanding the functional needs and time commitments of the tasks assigned to you.

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Requirements

Items that you bring to be successful in this role:

1. Bachelor's Degree.
2. At least 5-7 years of related work experience
3. Preferably be located in the greater Akron/Hudson, OH area.
4. Demonstrable experience leading and managing SEO as well as paid search, social and email campaigns.
5. Experience in optimizing the user funnel.
6. Solid knowledge of website analytics tools and ad serving tools.
7. Understanding of productivity tools such as TeamworkPM, etc.
8. Willingness and desire to learn from Kaulig Media team members with the purpose of constantly improving
9. Strong written and verbal communication skills
10. Strong analytical and data-driven thinking
11. Extraordinary organizational skills; meticulous work habits
12. Highly reliable/dependable
13. Ability to manage simultaneously occurring tasks
14. Confidence under pressure, particularly while interacting with internal staff and external clients
15. Proactive and resourceful self-starter attitude
16. Strong leadership and creative problem solving skills
17. Works well with others.
18. Shows positivity and humility.



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Compensation & Benefits

1. Annual pay to be determined depending on experience. To be distributed weekly.
2. Full time status (40 hours per week).
3. Full health benefits (health, dental, and vision insurance as well as ancillary options including term life insurance, short-term and long-term disability) are offered. The premiums are 100% covered by Kaulig Companies.
4. Company-managed 401k plan with up to a 4% match
5. 9 Paid Holidays

Kaulig Companies offers regular full-time team members the following paid holidays each year:

- a. New Years' Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, Thanksgiving Friday, Christmas Eve Christmas Day, New Years' Eve

When a holiday falls on a Saturday, it will be observed the preceding Friday. Holidays falling on a Sunday will be observed the following Monday. Changes to the list of paid holidays may be made from year-to-year. You will be compensated for holidays in accordance with federal and state law.

6. Paid Time Off (Unplugged)
 - a. 10 days Paid Time Off annually for full time employment

Next Steps

Please send resume and qualifications to Operations Director, Kevin Hill (khill@kauligmedia.com) and Managing Director, Carrie Cushman (ccushman@kauligmedia.com).