



Digital Marketing Consultant

You will be responsible for the day-to-day management and smooth operation of various digital projects, online platforms, web applications and advertising campaigns. For this position, we expect you to be a tech-savvy professional with an in-depth understanding of how technology can help us achieve our client's business goals. You should be methodical and have excellent time management skills. As a Digital project manager, you should also use your communication skills to collaborate effectively with various teams both internal and external.

Ultimately, you should be able to manage and deliver our client's digital requirements within quality, time and budget requirements.

What you would do:

- * Work with a team to plan and oversee implementation of digital marketing projects using digital marketing strategies and tactics.
 - Assign and schedule project tasks
 - Lead and direct project team members
 - Prepare and monitor project schedules
- * Manage the content calendar and coordinate with client to keep content up to date and on schedule on the website and any other platforms.
- * Collaborate with internal and external team members (content writers, SEO specialist, advertising specialist, web developers, etc.) and clients to implement ongoing initiatives.
 - Work with advertising team to ensure timely ads and reports
 - Work with the SEO and analytics team members to coordinate reports
 - Work with suppliers on initiatives providing direction and communicating objectives and reporting
- * Define and monitor projects goals, timeframes, and deliverables. For example:
 - Manage content plan
 - Track performance to editorial calendar plan (content plan)
 - Track number of content pieces optimized and posted per month
 - Optimize content (4 pieces per month Sept to Dec)
 - Press releases (6) Sept to Dec and 16 scheduled for 2022
 - Posting of Youtube videos (4 or 5)
 - Attribution 2 piece per month from sister site
 - Ensure website updates to featured articles, pdfs and other elements
- * Identify areas for campaign and project improvements in site structure, search engine rankings, advertising return on investment, call-to-actions, content development, and conversion.
- * Generate regular reports for clients and business leaders to illustrate progress toward goals.



- Draft meeting agendas and meeting notes
- Schedule & lead project meetings
- * Stay current on search trends, tools and resources.
- * Identify, monitor and report on competitor techniques.

The skills you need to do work:

- * At least 2-3 years of hands-on experience in online marketing, including managing projects and communicating with clients
- * Working knowledge of search engine friendly content writing, technical SEO tactics, paid advertising concepts, social media platforms and website management.
- * Sales and business development experience a plus.
- * Experience with customer communications and service.
- * Experience with digital marketing tools preferably certified in Google Ads or Google Analytics.
- * Experience analyzing results using data and analytics
- * Proficient in Microsoft Excel, Word, and Power Point
- * Ability to thrive in a collaborative, remote team environment
- * Self-motivated and results-driven
- * Ability to work independently and remotely