

Now Hiring: Digital Marketing Specialist

Location: Forest City, IA | **Type:** Full time, salaried position with benefits

Are you self-motivated? Do you think like an entrepreneur, constantly innovating and driving positive change, but more importantly, do you consistently deliver mind-boggling results? Do you love challenges? Okay cool. Read on!

Position summary:

We are looking for a highly skilled Digital Marketing Specialist to utilize Google Adwords, Facebook and other digital advertising platforms to create, manage, analyze and report upon a variety of campaigns. This person will have strong skills in copywriting, communication and data analysis. Passion and positivity is a must. Programming skills such as HTML/CSS, Javascript and PHP would be super awesome, too.

Responsibilities:

- Plan and execute all SEO/SEM, marketing database, email, social media and online advertising campaigns
- Collaborate with team members to create landing pages and optimize user experience
- Communicate to team members and clients on project development, timelines, and results
- Measure and report performance of all digital marketing campaigns
- Assess performance against goals (ROI and KPIs)
- Provide recommendations and execute proven strategies
- Keep pace with industry trends and developments
- Manage PPC, visibility and retargeting campaigns
- Uphold clients' brand identity and adhere to their standards

Required skills/attributes:

- Bachelor's Degree or combined equivalent of education and/or experience is required
- Ability to meet deadlines and complete tasks quickly and effectively
- Extremely high level of attention to detail
- High level of organizational skills including time management, prioritization and planning
- Proactive attitude that focuses on creating new and improved ideas and plans for correcting issues or handling daily tasks
- Willing and able to receive critique and change direction quickly

Along with your resume, please provide a portfolio and cover letter explaining why you are interested in the company and this position. Want to show us who you really are? Create and submit a video cover letter with your application. A crazy talent, a comedic monologue... whatever showcases your passion and excitement for this opportunity! Video cover letters are not required, but if you create it, we'll definitely watch it.

Coloff Digital is committed to Equal Employment Opportunity regardless of race, color, national origin, gender, sexual orientation, age, religion, veteran status, disability, history of disability or perceived disability.