

JOB DESCRIPTION

Digital Marketing Strategist

Department: Media & Communications
Location: Allen, Texas
FLSA Status: Exempt

Travel: 10%
Reports To: Associate Director of Marketing
Version Date: July 2021

Summary:

The Digital Marketing Strategist is responsible for setting up, optimizing, and reporting on digital advertising campaigns for Passages. This position is primarily focused on the digital ad space including but not limited to social media, SEO, PPC. Campaigns will also include retargeting, display, and video ads. This position includes 25% strategy, budget allocation, client communication, and 75% hands-on research, implementation, optimization, and reporting on campaigns. Looking for an individual contributor who can work seamlessly with in-house and client teams.

Job Duties and Responsibilities:

The essential functions of this position including but not limited to the following:

- Setup and ongoing optimization and management of PPC/Digital Advertising campaigns for Passages
- Management of ad budgets, A/B testing ad creatives, keyword research, setting up audiences, and optimizing for conversions and KPIs
- Analysis of campaign data and reporting on recommendations and strategy on a monthly basis
- Management of ad budgets, text ad creative, and keyword research
- Management of CX journey through our email software, adapting and optimizing them for each audience.
- Perform digital advertising audits
- Actively collaborate with other Passages departments to align digital advertising campaigns with other ongoing initiatives
- Ensure implementation of best practice guidelines and follow company processes
- Must be a team player that is also comfortable working independently
- Driven, forward-thinking individual with the ability to come up with creative digital advertising solutions

Qualifications/Skills:

- Knowledgeable in Email Campaign Software
- Experience managing CX journeys
- Expert in the digital ad space including but not limited to: SEO, SEM, PPC, Social Media Advertising

- Google Analytics experience
- Knowledge of Retargeting/Remarketing, Display, and Rich Media/Video Advertising
- Ability to manage multiple projects and tasks with effective resolution of conflicting priorities
- Ability to communicate professionally via email
- Ability to execute large campaigns and meet KPI's.
- Excellent management skills
- Able to organize large group projects
- Proficient in Salesforce
- Proficient in Web design on WordPress
- Experience managing full scale digital advertising strategy
- 5 years of experience in the digital marketing field (not required but preferred)
- BS/BA in Marketing, Communications or a related field
- Ability to relocate to Allen, TX area
- Excellent verbal and written communication skills
- Creative, flexible, and able to adjust to an ever-changing environment
- Self-starter
- Team player with strong interpersonal skills
- Proficient in Google, Mac OS, Office 36You 5

This job description is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and Passages reserves the right to change this job description and/or assign tasks for the employee to perform, as deemed appropriate.

In accordance with federal, state and local law, Passages provides equal employment opportunities (EEOs) to all employees without regard to race, color, religion, sex (including sexual orientation or gender identity), national origin, age, disability, pregnancy, childbirth or related medical conditions, citizenship status, service member status, genetic information or any other category protected by law. Passages also affords EEOs to all employees defined by characteristics protected under company policy. In addition to federal law and company policy requirements, Passages complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has employees. This EEO policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.