

SENIOR DIGITAL MEDIA SPECIALIST

JOB DESCRIPTION #1703

JOB SUMMARY

Full-time, in-house, Senior Digital Media Specialist to work with management, clients, team members, and vendors, on research, strategy, execution and management of digital media and search marketing campaigns.

DUTIES & RESPONSIBILITIES

Digital Media:

- Gathers client's campaign goals and requirements for audience demographics, geographic reach, creative assets, ad types, conversion metrics, and reporting
- Leads CMA's digital media team as a senior team member
- Creates digital media campaign strategies and tactics
- Creates campaigns on channel platforms including AdWords, Bing, Facebook, Twitter, and other approved platforms
- Monitors and adjusts campaign parameters in coordination with CMA's media team and creative team to optimize campaign performance
- Coordinate and assemble external and internal media reports and budget reports
- Comfortable managing large client ad budgets
- Participates in client meetings, project meetings and media operations meetings
- Keeps up to date on media technology, vendor developments and other opportunities to keep CMA on the leading edge of media services

Search Marketing:

- Gathers client's goals and targets for SEO performance, and metrics for reporting
- Researches keyword and website optimization opportunities, in addition to website crawl errors
- Contributes to client SEO plans in coordination with CMA's media and web teams
- Monitor's SEO metrics in Moz, Peak and other SEO tools
- Increase the search rankings and the number of visitors and conversions on client's websites
- Participates in client meetings, project meetings and SEO operations meetings
- Stays current with SEO best practices, search engine developments, and highlights opportunities to improve SEO services

TECHNICAL REQUIREMENTS

- 10+ years experience with Google AdWords.
- Experience with Bing, Facebook and Twitter ad platforms.
- 10+ years experience with SEO concepts, strategies and tactics.
- Actively certified in Google AdWords.
- Expert knowledge to SEO and digital media technologies and methodologies.
- Experience with reporting tools.
- Experience with Basecamp for project management.

QUALIFICATIONS

To perform this job successfully, a candidate must be able to perform each essential duty satisfactorily. The technical requirements listed above are representative of the knowledge, skill, and/or ability required.

EDUCATION & EXPERIENCE

Four-year college or university program certificate; or 10+ years related experience and/or training; or equivalent combination of education and experience.

COMPENSTAION & BENEFITS

CMA offers competitive compensation based on experience. Health, wellness and transportation benefits are provided for all employees.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business information, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to use hands to finger, handle, or feel. The employee is occasionally required to stand, walk, and reach with hands and arms. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT

The noise level in the work environment is moderate due to the open and proximate nature of team members. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.