

JOB DESCRIPTION
MITCHELL, WILLIAMS, SELIG
GATES & WOODYARD

JOB CODE:

INCUMBENT:

JOB TITLE: Digital Marketing Specialist **SUPERVISOR:** Director of Marketing and Public Relations

DEPARTMENT: Administration

GENERAL PURPOSE: The digital marketing specialist assists in the implementation of the Firm's strategic marketing and public relations initiatives. This is achieved through planning, collaboration with the Marketing team and agency support and coordination of timely digital marketing campaigns. This position manages the firm's website and coordinates digital marketing and social media.

ESSENTIAL JOB FUNCTIONS:

- Ensure that the Firm's brand messaging is consistent across all digital marketing platforms.
- Maintain the firm website using the WebBack content management system; perform content updates, blog postings and news and video postings, create landing pages, create homepage call to action slides and resolve technical issues.
- Strengthen website functionality including navigation, key words, search engine optimization (SEO), accessibility and privacy; recommend changes to enhance user experience.
- Interpret and distill website analytics and metrics to evaluate site performance, user experience and content quality.
- Maintain Google Business pages and other information platforms.
- Maintain social media platforms collaborating with marketing team and agency vendors to coordinate and implement strategic content marketing campaigns.
- Analyze performance of all digital marketing campaigns and assess results; recommend new strategies to improve campaign efforts.
- Coordinate and implement email marketing campaigns, manage email subscribers lists, analyze campaign results and make recommendations for improvements.
- Update and maintain firm profiles on auxiliary marketing sites and content marketing platforms.
- Collaborate with vendor partners to execute the Firm's strategic marketing and public relations initiatives.
- Stay informed of platform updates including Google's algorithm, LinkedIn's algorithm and other platforms.
- Other duties as assigned.

Qualifications and Skills:

- Digital Marketing technical certificate; Associate's or Bachelor's degree in digital communications, marketing or public relations.
- 2+ years of work experience in Digital Marketing.

Job Description – Director of Marketing & Public Relations

Page Two

- Knowledge in key areas of digital marketing (SEO, social media, content marketing, email marketing, PPC and SEM) and best practices
- Ability to manage content management systems and analytics platforms.
- Proficiency in Google Analytics, Google AdWords, Google algorithms.
- Full understanding of all social media platforms and best practices.
- Excellent analytical, communication and presentation skills.
- Extensive problem solving skills.
- Candidates with proven initiative, incredible attention to detail and the keen ability to successfully manage multiple projects at the same time will get top consideration.

Physical and Sensory Requirements (With or Without the Use of Mechanical Devices):

Mobility, reaching, bending, lifting, grasping, fine hand coordination, ability to talk and hear, ability to read and write, ability to communicate with personnel, and ability to remain calm under stress.