

DIGITAL MARKETING MANAGER

The Digital Marketing Manager is responsible for leading digital marketing strategies to drive success of clients from various industries. The Digital Marketing Manager reports to the Director of Creative Strategies and is responsible for the development of digital marketing initiatives including social media, e-communications, and website strategies.



ROLES & RESPONSIBILITIES

- Provide high-level service to the clients and partners of RJL Solutions.
- Research, develop, and coordinate strategic digital marketing approaches including web development, graphic design, advertising campaigns, social media content, etc.
- Plan and execute digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising.
- Manage a high-volume of social media accounts, websites, digital marketing campaigns, e-communications, etc., including content planning, scheduling, engagement, and analytics.
- Work alongside the Creative Design Manager to ensure that digital marketing strategies are properly executed visually across a variety of design products including websites, social media graphics, advertisements, etc.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Identify trends and insights and optimize organic and paid digital marketing and performance based on the insights.
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate.
- Plan, execute, and measure experiments and conversion tests.
- Work with clients to determine best practices, priorities, and focused strategies for their social media platforms, present recommendations to clients, and lead discussions on analytics.
- Assist in the development and implementation of branding initiatives for clients including logo/web design, copy writing and design for promotional materials, social media strategies, brand awareness, market research, event planning, etc.
- Lead the strategic growth of the Digital Marketing services at RJL Solutions including ongoing recommendations for new positions, processes, and opportunities.

QUALIFICATIONS

- Bachelor's degree in marketing, multimedia studies or related degree.
- Three years professional experience in social media management, advertising, digital marketing strategies, or related marketing experience.
- Experience in managing social media accounts on various platforms including Facebook, Twitter, Instagram, LinkedIn, TikTok, Snapchat, etc., and knowledge of associated strategies.
- Experience using content scheduling systems (i.e. Hootsuite, Social Pilot, etc.) or desire to learn.
- Specific coursework or training in marketing strategies.

PREFERRED SKILLS

- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Desire and ability to respond to notifications and requests in an efficient and effective way.
- Strong communication skills, with impeccable written and spoken English
- Strong organization and time management skills and ability to prioritize and manage a high volume of detailed work with conflicting priorities in a fast-paced environment.

TO APPLY, PLEASE SEND COVER LETTER, RESUME, AND PROFESSIONAL REFERENCES TO BETSY PEPERAK, CHIEF OPERATING OFFICER, AT BPEPERAK@RJLSOLUTIONS.COM.