Digital Marketing Commutations Specialist

The Digital Marketing Communications Specialist supports the strategic design of marketing programs for the Agency’s clients. Experience with social media marketing, influencer outreach and engagement, developing web-related creative collateral and content marketing is a plus.

Desire to learn about comprehensive digital marketing programs is a must. This is an excellent opportunity for an up-and-comer to develop and grow their skills in all facets of digital marketing.

Marketing Associate Job Duties:

* Collaborate with team in strategic planning of marketing efforts
* Research and identify influencer in across industries based on client needs
* Conduct influencer outreach on behalf of client needs
* Build engagement across social media and online forums to advance client reputation
* Develop social images and promote on social networks
* Draft, edit and/or copyright client content

Marketing Associate Competencies/Skills:

* Strong analytical, conceptual and problem-solving abilities
* Self-starter willing and able to work independently and in team environment based on client needs
* Dedicated to customer service and desire to work directly with small businesses to build their brand
* Detail-oriented and ability to prioritize/manage multiple-projects
* Basic understanding of online marketing and eager to grow capabilities
* Active and comfortable interacting with social media (all major networks)
* Foundational understanding of SEO and Google Analytics

Additional Skills a plus

* Wordpress
* Photoshop
* HTML and/or PHP
* SEO and/or SEM
* Google Analytics
* Google Adwords

Please send resume, social media profiles and responses to the following, to joel@allpoints.digital.

* Why you are interested in digital marketing?
* Why you want to work with small business owners?
* What are your favorite blogs (personal and professional)?