



Digital Marketing Specialist + Apprentice

Job Description:

Effective Spend is looking for a forward-thinking, collaborative **Digital Marketing Specialist + Apprentice** that has extensive writing and content creation experience and is looking to uplevel their career in the digital marketing space. In this role, you'll work with our expert team as you learn industry best practices and master the technology tools and analytical skills that have helped us deliver superior digital marketing services to our clients.

Effective Spend also values continual education and training, which is why we collaborated with the New Apprenticeship to help identify the right candidate for this role. The **Digital Marketing Specialist** hired will be expected to complete the 12-month apprenticeship in addition to the responsibilities listed below.

Job Responsibilities:

- Campaign Creation – Build campaigns from the ground up, including account set-up, campaign planning/organization, competitive analysis, keyword research, and ad copy writing.
- Campaign Management & Optimization – Manage campaigns to ensure that they continually improve over time. Test and optimize bids, keywords, text ads, image ads, and landing pages to improve campaign performance.
- Reporting & Analysis – Master the art of performance analysis and client reporting through the daily use of tools such as Google Analytics, Google Ads, Facebook Analytics, Power BI, and more.

Job Qualifications:

- Relevant school or internship experience- familiarity with Google Ads and/or Facebook Ads through coursework, internships, or other experience
- Proficiency with Microsoft Office Suite with advanced knowledge of Excel and PowerPoint
- Strong mathematical and analytical skills
- Strong written and verbal communication skills and client relationship skills

Why choose Effective Spend?

- Base salary range: \$35,000-\$38,000
- Competitive paid time off
- Additional volunteer PTO days
- Medical, dental and vision healthcare plans
- 401k with company matching
- Fun team outings

Why become an Apprentice:

- As an apprentice, you'll start with a cohort of around ten apprentices and complete the program over 12 months. You will also receive support from top industry coaches and mentors to progress through your personal and professional goals, skills roadmap, while also demonstrating new knowledge and competencies through hands-on application with your portfolio project.
- You'll complete milestones along the way like earning digital certifications to validate your skills, module portfolio projects, individual portfolio projects, while also working with other apprentices to participate in on-going training and development focused on your professional and technical skills.
- Best of all, you are a contributing member of your cohort team, putting forward ideas, taking on responsibilities and making choices about how you will make the apprenticeship experience your own all while applying what you learn weekly in your new role.

To Apply:

If you are a qualified candidate you will be asked to apply, complete a short project, and interview with NEW. If you are a good fit for the apprenticeship you will then interview with the hiring manager for the position. Learn more about the apprenticeship program on our website:

<https://newapprenticeship.com/apprenticeships/digital-marketing-apprenticeship/>

[Apply directly here.](#)

[About Effective Spend](#)

This year, Effective Spend was named to the [Inc 5000](#) and [Austin FAST 50](#) lists of the fastest-growing companies. As an integral member of this team, you'll learn the most, improve the fastest, accomplish more, and have a ton of fun doing it!

[About NEW Apprenticeship](#)

Our mission is to partner with employers in transforming lives by bridging the gap between what schools teach and what only experience can bring. We do that through a 12-month apprenticeship that allows you to work full-time while training with industry experts on a diverse curriculum in evenings and some weekends. Headquartered in San Antonio, TX, NEW also operates in Austin, TX and remotely with national partnerships.