

Digital Marketing Specialist

Job Summary:

We're hiring a Digital Marketing Specialist to lead multi-channel campaigns that grow our online presence and drive customer engagement. This role is ideal for someone who thrives in fast-paced, collaborative environments and is passionate about using data to inform creative strategy.

Key Responsibilities:

- Increase organic website traffic by 25% over six months through SEO-focused initiatives.
- Launch three targeted campaigns per quarter with a goal of achieving 10% lead conversion.
- Partner with sales and product teams to align messaging and enhance user experience.
- Report and analyze campaign performance to optimize future content and targeting.
- Oversee digital advertising vendors to ensure cost-effective performance.

Required Skills & Competencies:

- Proficiency in Google Analytics, AdWords, and SEMrush.
- Strong knowledge of SEO and paid digital strategies.
- Ability to translate performance data into actionable marketing insights.
- Excellent written and verbal communication skills.
- Experience leading cross-functional initiatives.

Preferred (Nice-to-Have) Skills:

- Experience with email marketing tools such as Mailchimp.
- Working knowledge of Canva or Figma for light design work.
- Familiarity with CMS platforms (e.g., WordPress).

Education & Credentials:

Degrees welcome but not required—demonstrated success in launching and managing digital campaigns is more important to our team and more instrumental to your success in this role.

Language & Accessibility:

We're seeking a marketing professional who can lead with data and collaborate creatively. If you have the skills to succeed in this role, we encourage you to apply.

Skills-Based Hiring Statement:

At Skills Scoop, we believe in hiring for impact. If you've built the skills to excel in this role, regardless of your background, we want to hear from you.

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Read the accompanying article: *"How to write job descriptions that are truly based in skills"*

