

Digital Media Specialist

As a leader in digital marketing, we are seeking an enthusiastic digital media specialist who exudes passion for search engine optimization (SEO), digital media and advertising, social media and copywriting. This role is challenged constantly by the evolving industry and the drive to keep our partners ahead.

Responsibilities

The digital media specialist is responsible for the following:

- SEO (25%)
 - Keyword research, finding opportunities and making recommendations for Envano and our partners' SEO strategies
 - Reporting and competitor benchmarking using SEMRush and other SEO tools
 - Basic understanding of SEO, with the passion to grow into a subject matter expert
- Junior Ad Buying (25%)
 - Setting up ads in digital media platforms including, but not limited to, Google Display Network, Google Search Network, Facebook, Instagram, Twitter, Spotify, LinkedIn, Waze, Snapchat
 - Work with Digital Media Analyst and Content & Social Media Manager on day-to-day optimization, management and monitoring KPIs
 - Assist the advertising team with reporting needs
- Social Media (20%)
 - Creating, managing, monitoring, and developing content for social networks, including, but not limited to, Facebook, Instagram, Twitter, LinkedIn, Snapchat, Pinterest
- Copywriting (10%)
 - Write and update copy for campaign landing pages, blog posts, digital ads and social media
 - Research clients' products/services/image to ensure ability to write accurate, on-target copy/concepts for assigned projects
 - Ability to write and proofread in AP Style
 - Optimize all work with SEO best practices in mind
- Miscellaneous (20%)
 - Conduct research on tools and other advances in digital marketing technology
 - Strong focus on marketing for the Envano brand (i.e. email marketing, workshops)
 - Reputation and location listing management



Company

Envano Inc.

Job Category

SEO, Digital Media Buyer, Social Media, Copywriter

Career Level

Skilled entry-level

Status

Full-time position with benefits, 401K with match and paid time off

Experience

Related educational experience

Education

Bachelor's Degree

Contact

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Characteristics Of Qualified Candidates

- ✓ Self-motivated and entrepreneurial
- ✓ Ability to exercise both technical and creative/editorial copywriting skills
- ✓ Attention to detail
- ✓ A contagious desire to learn, try something new, and not only embrace, but create change
- ✓ Relationship skills to build rapport with outside vendors, partners, other agencies, etc.
- ✓ Excellent communication skills, including basic presentation abilities
- ✓ Proven ability to set, manage and meet deadlines and work under pressure

Communication is essential as you will liaison closely with many team members and be responsible for assisting with gathering reporting analytics, coordinating with outside vendors, etc. A background in digital marketing and communication is preferred. This is a big opportunity for a person who is driven, inventive and detailed-oriented.

About Us

For more than a decade, Envano has worked to help leaders navigate rapid change, and align their physical and digital experience. Our goal is to help you find value in the ever changing digital world and realize your desired business impact.

What makes a good Envano team member?

We seek to redefine the landscape in digital, whether it's marketing, sales or service for and with our partners. We don't develop technology, we leverage it at the right time in the right way to the benefit of our partners. Our team is filled with dynamic, assertive thought leaders who excel in their chosen disciplines. Yet, we all understand and accept we are only one piece of a successful team. Passionate, exuberant, feisty, challenging, assertive, innovative and creative are all words that are used to describe us.



You're Curious

You seek to learn new things and are excited to look at the world differently. You are great at helping others see through different lenses.



You've Got Serious Skills

You are not afraid of working with a passionate group, even if they challenge you professionally.



You Love Technology

You are connected in social media. You try new apps and software, love getting new devices and turn to Google when you want to know about something.



You're Nimble

You are not afraid of hard problems or seemingly impossible challenges. Change doesn't scare you, it energizes you.



You're a Goof

You think about your work all the time, in fact you have trouble knowing when you are working and playing.