

Digital Media Specialist

Job Description

Envano, a leader in interactive, is seeking an enthusiastic, customer-focused Digital Media Specialist. Must exude passion for digital media and advertising, personal interaction and engagement, demonstrating business impact, ad copy testing, analytics, landing page performance, lead generation, creative strategy and new marketing methods. This role is challenged constantly by the evolving industry and the drive to keep Envano partners ahead.

Responsibilities

The Digital Media Specialist is responsible for assisting with Envano partners' paid online advertising campaigns, helping create and implement strategy, analyzing and reporting on results, developing brand awareness, generating inbound traffic and encouraging product adoption. This role coordinates with the Digital Media Analyst, Digital Content Coordinator, Digital Marketing Strategist, Digital Storytellers, Interactive Designers, Project Managers and Business Strategists to support their respective missions, ensuring consistency in voice and cultivating a vibrant digital presence focused on driving conversions.

Communication is essential as you will liaison closely with many teams 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!

Here's What We Need From You

- ✓ Assist with social media community management
- ✓ Co-manage the Envano Content Calendar
- ✓ Assist with Envano blog writing.
- ✓ Assist in the online marketing program success for numerous partner accounts.
- ✓ Provide support and backup for day-to-day operations of SEM campaigns and accounts, some social ad campaigns and accounts.
- ✓ Assist in strategizing, planning and buying online media for PPC and banner ads.
- ✓ Assist with analyzing campaigns using internal reporting, Google AdWords, Bing Ads and Google Analytics.
- ✓ Recommend improvements to landing pages and site content.



Company

Envano Inc

Job Category

Digital Marketing, Digital Media Buyer, Digital Advertising, SEM

Career Level

Skilled Entry-Level

Status

Full-time position with Benefits, 401K w/match and Paid Time Off

Experience

Related educational experience

Education

Bachelor's Degree

Contact

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- ✓ Assist in the creation of new PPC campaigns, ad groups and keywords.
- ✓ Assist in campaign and budget management while reaching the right audience and reaching or exceeding goals.
- ✓ Conduct keyword research, competitive benchmarking and selection for campaigns.
- ✓ Monitor and analyze key performance indicators for continuous improvement of marketing campaigns.
- ✓ Assist in the presentation of monthly reporting and analysis to partners and communicate needs, results, key metrics, etc.
- ✓ Keep abreast of trends in the arenas of digital technology, digital advertising, content marketing and inbound tactics.
- ✓ Research and make recommendations for new development, growth and innovation.
- ✓ Monitor partner competition and market/industry developments.
- ✓ Preferred experience with the following: MaxPoint, Chatmeter, Yelp, Google My Business, SharpSpring, Moz, SEMrush, DoubleClick, HubSpot, Infusionsoft and Leadformix.

Characteristics Of Qualified Candidates

- ✓ You are self-motivated and entrepreneurial.
- ✓ You have the ability to exercise both technical and creative/editorial copywriting skills and an understanding of the appropriate context and audience for each.
- ✓ Attention to small details in copy, digital marketing, social media and design won't just avoid problems, it's part of who we are.
- ✓ You have a contagious desire to learn, try something new, and not only embrace - but create change! If you don't like to learn or take some risks, you won't fit in.
- ✓ Relationship skills to build rapport with outside vendors, partners, other agencies, etc.
- ✓ You have excellent communication skills.
- ✓ You are willing to cross-train to learn more about other interactive business and marketing functions, providing assistance as needed.
- ✓ You have the ability to effectively manage multiple projects and adjust to shifting priorities with great attention to detail.
- ✓ Proven ability to set, manage and meet deadlines and work under pressure.
- ✓ Aptitude for evolving skill set as advertising platforms change.
- ✓ Ability to learn new software applications as growth requires.
- ✓ Supports the digital media team to ensure that mobile, SEO, SEM and social media reach the originally defined objectives.

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 interactive business, 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 that 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.

We seek to understand our partners' goals and objectives and provide unique and often challenging insight in our field of expertise. Today it is mobile, augmented reality, tomorrow is what? You may not know but we are already experimenting, playing with and learning what is going to help our partners WIN into the future.



You're Curious

You seek to learn new things and are excited to look at the world differently. You are great at helping partners see through different lenses and understand different ways of approaching problems.



You've Got Serious Skills

You are not afraid of working with a passionate group, even if they challenge you professionally. You are not afraid of being held accountable by your team and our partners.



You Love Technology

You are connected. Maybe you blog, Tweet, Facebook, or excel at LinkedIn. You try new apps and software, love getting new devices and turn to Wikipedia or 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.