

Digital Marketing Strategist

Job Description

Envano, a leader in digital marketing, seeks an energetic, enthusiastic, customer-focused digital marketing strategist. The digital marketing strategist works with clients and the Envano team to uncover opportunities for increasing engagement with the Envano brand as well as key partners through the execution of detailed marketing plans.

- ✓ Research emerging technologies and platforms to provide the best solutions for clients
- ✓ Make actionable and insightful recommendations for interactive channels and strategy
- ✓ Regularly share insights gained from project completions, processes, and monitoring to the internal and external teams to help evolve strategies in a timely fashion
- ✓ Actively drive the vision, strategy, and execution of marketing and communications leveraging digital channels and being aware of traditional channels
- ✓ Willing to get in the trenches and "do the work" when needed

Work with New Business Developers to develop client sales and relationship strategies

Responsibilities

The digital marketing strategist is responsible for leading the problem-solving charge, helping to connect the dots between the needs, wants, and desires of the client and their business, brand, and marketing goals. The overarching function of this position is to ensure that interactive efforts solve business problems for our clients and can prove a positive impact on their businesses while staying within budget.

Here's What We Need From You

- ✓ Build and evolve executive-level reporting for client campaigns and initiatives
- ✓ Assist in vetting and determining external consultants or contractors to partner with to complete a project plan efficiently and effectively
- ✓ Determine how results are measured and work with the team to complete an evaluation on how well results were achieved and where improvements need to be made
- ✓ Have sufficient knowledge of client content management systems to assist in making non-HTML edits
- ✓ Contribute to positively elevating the Envano and partner brands through



Company

Envano Inc.

Job Category

Digital Marketing

Career Level

Experienced

Status

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

Experience

5+ years of related work experience

Education

Bachelor's degree

Contact

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e-commerce growth

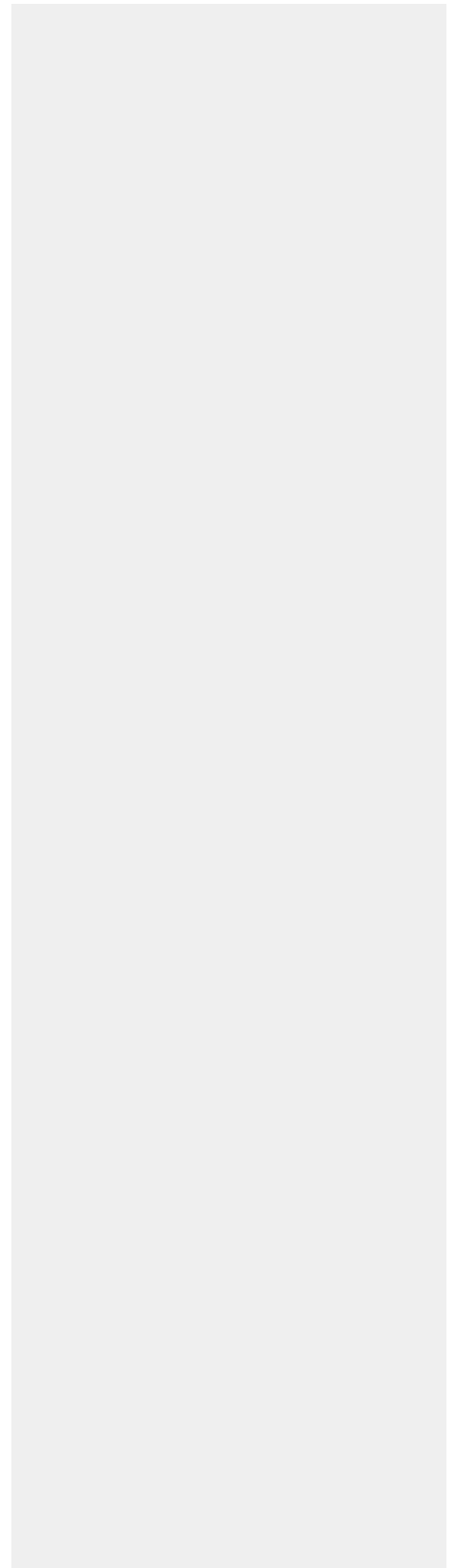
- ✓ Structure and present recommendations to clients
- ✓ Participate in new business activity often by providing digital intel on companies and markets
- ✓ Perform detailed secondary research into our clients, their category, and competitors across multiple markets
- ✓ Define customer experience maps and conduct web asset audits to map a brand's global web presence and assess the effectiveness of each asset
- ✓ Keep up-to-date with sales goals and proactively suggest new campaigns
- ✓ Keep abreast of trends in the arenas of digital technology, marketing technology, and social media
- ✓ Create and optimize digital content, including website, organic search, digital advertising, social media, email, and blog content
- ✓ Work with digital services team to:
 - Gather insights from stakeholders and target audiences
 - Develop digital strategies to solve client business problems
 - Plan the tactics needed to execute digital strategies
 - Set goals and objectives for digital projects
 - Work with the services team on all projects to ensure on-time, on-budget delivery
- ✓ Communicate with clients to prove the impact of their projects with Envano
 - Collaborate with the Envano team to measure and report on results
 - In-depth knowledge of Google Analytics and other digital analytics tools
 - Build and evolve executive-level reporting for client campaigns and initiatives
- ✓ Negotiate with third-party vendors on behalf of clients to obtain the best possible service rates and agreements
- ✓ Execute annual marketing plans and brand growth strategies
- ✓ Make actionable and insightful recommendations for interactive channels and medium strategy
- ✓ Develop strategic marketing campaign budget plans while keeping the overall digital advertising budget in mind
- ✓ Work with the team to ensure brand messaging and graphics are consistent across all platforms
- ✓ Work alongside social, content, and digital advertising teams to contribute to strategies around each respective area

Characteristics of Qualified Candidates

- ✓ Relationship skills to build rapport with outside vendors, partners, other

agencies, etc.

- ✓ Excellent interpersonal communication and collaboration skills, and ability to work with a wide variety of personalities and stakeholders (internal and external)
- ✓ Excellent leadership skills and experience working within an organization and/or corporation
- ✓ Customer service demeanor
- ✓ Highly detail oriented with clear, concise thinking and keen listening skills
- ✓ Driven to succeed and excels under pressure and tight deadlines
- ✓ Excellent verbal and written communication skills
- ✓ Strong analytical and project management skills



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 clients. We don't develop technology, we leverage it at the right time, in the right way to the benefit of our client 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 client's' 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 clients 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 clients 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 clients.



You Love Technology

You are connected. Maybe you blog, Tweet, Facebook, or are 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.