

Digital Storyteller & Organic Search Specialist (SEO)

Job Description

Envano is seeking an energetic, enthusiastic, and customer-focused Digital Storyteller & Organic Search Specialist (SEO), with a focus on content creation and editing as well as SEO and social media community management. The position is responsible for all aspects of content, which includes development, design, production, presentation, promotion, evaluation, and analysis, to name a few. Must have a passion for digital business and emerging digital technologies, personal interaction and engagement, organization and management, and new marketing methods. This role is challenged constantly by the evolving industry and the drive to keep Envano organized, competitive, and communicating well. If you have a passion for writing, a keen understanding of digital media, and a creative outlook on the written word — we're looking for you!

Characteristics Of Qualified Candidates

The position is responsible for:

Writing Skills: Spelling, punctuation, sentence structure, and writing are essential, and must be proficient in a variety of styles, from creative to professional to technical to education and more.

Decision-making: Have to make independent decisions on a daily basis, addressing the best way to handle specific tasks.

Communications and collaboration: Must collaborate with other team members, the leadership team, and possible vendors and/or clients.

Organizational skills: Organization and prioritization are the core elements of this position's responsibilities. You must know how to keep yourself and others organized and how to determine which tasks are the most important in a given list.

Time Management, Computer Literacy Skills, Resourcefulness, and Strategic Planning Skills

Here's What We Need From You

Copywriting and Social Media (50%)

- Use both technical and creative/editorial copywriting skills and have close attention to detail for editing. Tackle content for full marketing campaigns (organic or paid), complex website redesigns as well as writing a killer headline or email subject line.
- Write blogs, newsletters, and case studies on behalf of Envano or our clients.
- Write ad copy for various clients in their voice and across several ad platforms.
- Working knowledge of writing for SEO and using tools such as Ahrefs to incorporate SEO best practices into writing.
- Lead Envano's social media community management and stay up to date on



Company

Envano Inc

Job Category

Digital Marketing

Career Level

Experienced

Status

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

Experience

2+ years of related work experience

Education

Bachelor's Degree

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trends and best practices across core social media platforms, including Facebook, LinkedIn, Twitter, Instagram, TikTok, Snapchat, YouTube, and other emerging channels.

- Serve as a social media community manager for clients as needed.

SEO (30%)

- Keyword research, finding opportunities, and making recommendations for Envano and our partners' SEO strategies.
- Competitor benchmarking and SEO audits using SEMRush and other SEO tools.
- Strong understanding of SEO, with the passion to grow into a subject matter expert.
- Reputation and location listing management.

Lead Generation/Marketing Automation (10%)

- Maintain prospect/suspect lists.
- Participate in new business activities, including the development of email journeys.
- Build and maintain email journeys in CRM tools, primarily SharpSpring. Working knowledge of Active Campaign or other Marketing Automation systems is also beneficial.
- Identify new opportunities to reach out to prospects and gain new business for Envano.

Miscellaneous (10%)

- Provide backup support as needed for advertising, including placing ads on various channels, primarily on social media channels (Facebook, Instagram, Twitter, Pinterest, and LinkedIn).
- Clearly communicate details and expectations.
- Keep abreast of trends in the arenas of digital technology, marketing technology, and social media.
- Research and make recommendations for new development, growth, and innovation.

General Requirements

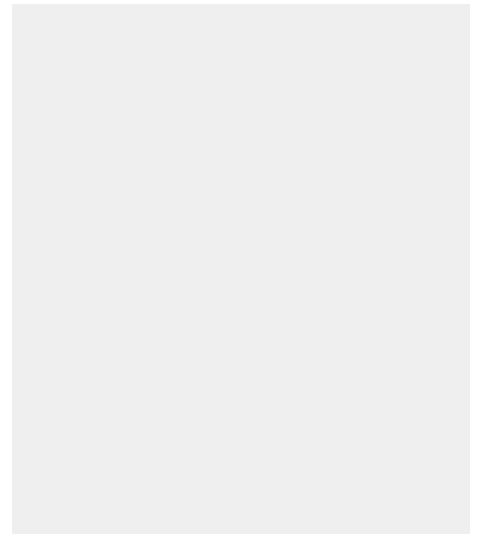
- 2 years of work experience in marketing
- Experience in managing multiple projects at once with quick turnaround
- Strategic, operational, and technical marketing and management skills
- Customer service demeanor
- Highly detail-oriented
- Clear and concise thinker
- Excellent written communication
- Willingness to cross-train to learn more about other digital business and marketing functions, providing assistance as needed.
- 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.
- Ability to effectively manage multiple projects simultaneously, and rapidly

adapt and respond to changes in environment and priorities

- Proven ability to set, manage and meet deadlines, and to work under pressure.
- Ability to learn new software applications with training as required by future growth.

Nice To Haves

- University degree or college diploma in business or a related field
- Familiarity with project management tools and/or software packages
- Internet Marketing experience, Marketing or Advertising agency experience, or Corporate Marketing department experience.



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 clients' goals and objectives and provide unique and often challenging insight in our field of expertise. Today it is mobile and 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 or playing.