



Title of Job: Entry Level, Full Time - Digital Marketing Coordinator

Position Description: Entry level - Digital Marketing Coordinator will directly support the Social Media and Digital Marketing managers by extracting social media, website, and SEO reports. This will directly impact the digital marketing strategies for each client based on results, including but not limited to, improving keyword rankings, strategically restructure website pages to improve SEO and UX/UI, developing brand awareness, generating engagement, strategically expanding follower and friend base, and recommending new ideas based on community interest and suggestions. This entry level position has potential for promotion in our company.

Major Areas of Responsibility: Works closely with Project Managers, Digital Marketing Analysts, and the Social Media Account Director. The position requires a clear understanding of digital marketing strategies, the importance of extracting the appropriate metrics for each client, and web and social media performance analysis. Experience in SEO, social media insights, website analytics, blogging, social bookmarking, community outreach development and management, podcasting, video creation, and other content creation needs are essential.

Primary Objectives:

- Export daily and weekly website and social media reports for all accounts
- Export monthly keyword lists
- Generate monthly heat maps for each account
- Research top ranking keywords for website and blog optimization
- Monitor keyword rankings for each account
- Provide key insights on social media trends, topics, and hashtag use to increase user engagement based on clients' needs
- Provide day-to-day execution of client campaigns including (and not limited to) social media channel and community management, content creation, online events, etc
- Work closely to ensure campaigns are on strategy, on time and on target
- Understand basic research techniques and methodologies and use them to support development/execution of client campaigns
- Research topics related to the latest industry happenings and be aware of new social tools and techniques, and their possible impact on improving a client's campaign

Required Knowledge, Skills, and Abilities:

- 1-to-3 years of dedicated digital experience at an agency or with an existing body of work that can be seen online
- Bilingual preferred
- Passion for SEO, website analytics and UX/UI, social media and community building online, including knowledge of social media platforms, as well as tools of the trade
- Written and verbal communication skills
- Basic knowledge of web site development and platform builds
- Ability to understand social media insights
- Ability to understand website analytics
- Ability to understand SEO and performance reports
- Excellent interpersonal and presentation skills
- Ability to think, plan and execute resourcefully, across multiple tasks
- Knowledge of online tracking and monitoring tools and ability to search and find key content within website analytics, social media insights, and SEO performance
- College degree preferred in liberal arts, journalism or new media

*If you don't have all the qualifications but you are passionate about learning, massive attention to detail, problem solver and go getter then also apply!