

# Digital Marketing Specialist

## Job Description

We are seeking a Digital Marketing Specialist who can help us improve our digital marketing campaigns and promote brand awareness across our multiple selling channels.

The Digital Marketing Specialist will initiate and develop digital marketing materials, source images and artwork, collate content, update online assets, streamline multiple digital marketing platforms, track campaign progress, create promotional materials, update website content, interact with customers and affiliates, and effectively deliver messages to our communities.

The Digital Marketing Specialist has excellent written and verbal communication skills, is a creative and strategic thinker, and has in-depth knowledge of marketing trends. They will need to be a team player who will drive new business growth, improve digital communications and grow our businesses through effective digital campaigns.

## Responsibilities

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives
- Analyze and report on the performance and efficiency of campaigns
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met
- Write, proofread, and edit creative and content across different mediums
- Work with external agencies and vendors to execute marketing programs

## Requirements

- Bachelor's degree in marketing, communications, or a related field

- 2-6 years of experience in marketing
- Strong knowledge of various marketing and analytics tools such as Google Analytics, CRM systems (e.g. Salesforce), and content management systems
- Experience in creating brand identity and development
- Product Advertising experience highly preferred
- Excellent analytical skills and a knack for data analysis
- Strong written and verbal communication skills
- Skilled in writing and editing content with an attention to detail
- Strong prioritization, organization, and project management skills
- Ability to travel as necessary
- High energy and the ability to effectively manage time to complete all assigned tasks.
- Leadership skills
- Good analytical/critical thinking
- Reliable and trustworthy

This job is a trial period of 40 hours a week for 90 days. Upon completion of the trial period position will be reviewed for permanent status.

Compensation: Starting Salary - \$45 to \$60k DOE

Job Type: Full-time

## Benefits

- Health benefit
- 401k
- Flexible work schedule
- Growth and advancement opportunities
- Holiday pay
- Paid time off upon start date

## Core Values / Company Culture

We do E-commerce. We love people. We're blending these two ideas to grow a business that blesses our people and our community. Our core values are ...

- We are **Thoughtful**
- We strive to be **Humble**
- We love to **Tinker**

- We **Do Hard Things**
- We take **Ownership**

It is our mission to fulfill our core values every single day with every teammate and every guest.

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