



# SILVR Job Description

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<b>POSITION TITLE:</b>	<b>Digital Marketing Specialist</b>
<b>REPORTS TO:</b>	COO
<b>DEPARTMENT:</b>	Creative
<b>EXEMPTION STATUS:</b>	Salaried Exempt

## POSITION SUMMARY

The Digital Marketing Specialist will help to create and deliver creative campaigns for a range of clients, initiate and produce compelling and persuasive optimized content across various SEO and social media campaigns. To maximize opportunities for engagement, indexing, ranking, click throughs and conversion.

This position is instrumental in helping our clients tell their brand story in the digital space.

You will help us use web technologies to achieve our business growth goals. You will identify needs and new opportunities and aspire to increase brand awareness. You're a tech-savvy trendsetter who has innovative ideas to improve customer experience. Ultimately, you should be able to effectively connect our brand with our online customers.

## SCOPE OF POSITION

The Digital Marketing Specialist's primary responsibilities will focus on the following requirements. Additional requests may be made to support the team as necessary.

- Participate in client strategy calls
- Work closely with the strategy team to understand client objectives and contribute to campaign strategy with creative, innovative ideas
- Coordinate editorial calendar topics and content with strategists, project managers, designers, ad buyers, and clients
- Author 4 to 6 editorial calendars per month & manage client revisions
- Work closely with creative director and designer to create custom graphics
- Oversee email campaigns, including the foundational set up, the template(s), calls-to-action and content in each email
- Field social media comments and oversee community management for your accounts
- Work alongside other content producers to help distribute content that educates and entertains our client's audiences
- Maintain and update client strategy sheet
- Assist with website updates
- Identify and evaluate channels that may be used for promotional purposes
- Actively and frequently propose new and improved outreach ideas

- Identify and liaise with relevant influencers for outreach
- Ensure your knowledge of the digital marketing industry is kept up to date and relevant by networking/researching/reading blogs and news sources

## QUALIFICATIONS

- Bachelor degree level in English, media studies, communications studies, journalism, PR or equivalent work experience, preferably within a digital media environment
- Good knowledge and understanding of SEO, including a detailed understanding of key phrase research and its application to SEO and a clear understanding of how Google's algorithm ranks pages
- Proven success in writing professional web and marketing copy, with the ability to produce compelling, optimized copy while maintaining brand messaging, persuasiveness and readability
- Advanced level proofreading and editing experience
- Creative thinker with excellent content generation skills
- Excellent communications skills, with a solid knowledge of English grammar and the ability to present ideas in a clear and concise way, both verbally and in writing, to both internal and external stakeholders
- Analytical, with the ability to interpret information, news, data and research quickly –and distill the most important/relevant information to inform unique and innovative new content
- Excellent working knowledge of major social media channels including Facebook, Instagram and Twitter
- Proactive and highly organized, with strong time management and planning skills
- Ability to meet tight deadlines and remain calm under pressure

## COMPETENCIES

### ***Organizational Competencies***

Customer Focus - Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

Dealing with Ambiguity - Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn't upset when things are up in the air; doesn't have to finish things before moving on; can comfortably handle risk and uncertainty.

Learning on the Fly - Learns quickly when facing new problems; a relentless and versatile learner; open to change; analyzes both successes and failures for clues to improvement; experiments and will try anything to find solutions; enjoys the challenge of unfamiliar tasks; quickly grasps the essence and the underlying structure of anything.

Problem Solving - Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.

## ***Position Competencies***

**Action Oriented** - Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

**Composure** - Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.

**Decision Quality** - Makes good decisions (without considering how much time it takes) based upon a mixture of analysis, wisdom, experience, and judgment; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.

**Developing Direct Reports and Others** - Provides challenging and stretching tasks and assignments; holds frequent development discussions; is aware of each person's career goals; constructs compelling development plans and executes them; pushes people to accept developmental moves; will take on those who need help and further development; cooperates with the developmental system in the organization; is a people builder.

**Directing Others** - Is good at establishing clear directions; sets stretching objectives; distributes the workload appropriately; lays out work in a well-planned and organized manner; maintains two-way dialogue with others on work and results; brings out the best in people; is a clear communicator.

**Informing** - Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and/or the organization; provides individuals information so that they can make accurate decisions; is timely with information.

**Managing and Measuring Work** - Clearly assigns responsibility for tasks and decisions; sets clear objectives and measures; monitors process, progress, and results; designs feedback loops into work.

**Managing Vision and Purpose** - Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates mileposts and symbols to rally support behind the vision; makes the vision shareable by everyone; can inspire and motivate entire units or organizations.

**Motivating Others** - Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; can assess each person's hot button and use it to get the best out of him/her; pushes tasks and decisions down; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.

**Peer Relationships** - Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

**Planning** - Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments;

anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.

Priority Setting - Spends his/her time and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.