

# Digital Marketing Strategist

## Job Description

The Digital Marketing Strategist will play an important role in the planning, implementation and performance of Swim's digital campaigns for clients in nearly every business category. The qualified candidate will work directly with Swim's account staff, web developers, social media managers and creative team to achieve client goals. They will be comfortable presenting strategic insights, recommendations and rationale to clients and other team members using industry tools.

## Job Duties

- Serve as the strategic lead and point of contact for paid and organic digital marketing projects, including SEM, SEO, lead generation, and email marketing
- Build strategic marketing plans which will include business and marketing objectives, target audience, recommended tactics and channels, budget, and timeline
- Manage \$300,000+ in annual ad spend across multiple clients; working with internal and external teams to plan, execute, and report

## Plan

Develop strategic digital marketing plans to connect our clients' brands with online customers.

- Conduct primary and secondary market research to discover industry trends, consumer insights and behaviors
- Determine potential market share using SWOT analysis
- Analyze competition to determine point(s) of difference
- Determine tactics to develop a full digital marketing plan with budgets and timelines

## Deploy and Optimize

Deployment of search, display and remarketing campaigns; monitor and enhance performance.

- Work with creative team to continually optimize content
- Perform ongoing optimization of campaign channels
- Work with the web development team to ensure SEO best practices are properly implemented in web code (eg. architecture, page layout, links, etc)



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- Use reporting tools to monitor ongoing effectiveness of each campaign
- Provide daily, weekly and monthly reporting

### Measure

Use reporting tools to analyze the success of the campaign. Create written summaries and recommendations for further optimization.

- Expertise in the use of analytics tools
- Analyze web traffic metrics and suggest solutions to boost web presence
- Proactively suggest improvements to reach campaign goals
- Prepare and present summary reports

### Job Requirements

- Proven experience in digital marketing
- Degree in business, marketing, analytics or other related field, or equivalent work experience
- Solid knowledge of online marketing and analytic tools such as Moz Pro, Google Analytics, Google Data Studio, SuperMetrics, etc.
- Google Partner and Bing Ads Certified (preferred)
- Inquisitiveness and natural problem-solving abilities to identify issues, opportunities and ways to increase profits and leads
- Excellent verbal and written communication skills
- Highly organized with a keen attention to detail
- A life-long learner who stays up-to-date with digital technology

### Benefits

Swim Creative offers a healthy work/life balance; health, life and disability insurance; 401k; three weeks of PTO and seven holidays annually; and a fun, supportive and vibrant work environment.

Send work samples and resume to [Work@SwimCreative.com](mailto:Work@SwimCreative.com)