

Title: Digital Marketing Manager

Reports To: VP Marketing

Department: Marketing

Classification: Full-Time/Non Exempt

Position:

The Digital Marketing Manager is responsible for implementing a robust online marketing strategy including SEM, email marketing, social media and website content updates. This highly visible role will work with external partners to create digital marketing programs that support the company's business and brand objectives. Additionally, the role will support the broader needs of the Marketing Department including strategic and tactical management of integrated marketing programs as assigned.

Key Responsibilities:

- Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Guide planning and development of launch assets/content across all forms of media

Skills:

- Cross functional collaboration
- Works well in teams
- Strong leadership skills
- Ability to drive multiple projects forward
- Excellent written and verbal communication skills
- Strong research and analytical skills

Requirements:

- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels

- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends, Spredfast)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google AdWords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

While performing the duties of this job the employee must be able to sit continuously to perform essential job functions throughout the entire shift. May require walking primarily on a level surface for periodic periods, throughout the day. Requires interacting with others, interpreting spoken messages, constant keyboarding, sitting, hearing and talking are required. The employee will occasionally stand and walk, and infrequent bending at the waist, twisting of the upper body, kneeling, being mobile on even surfaces, squeezing and crouching are also required. Requires infrequent lifting and carrying of 1-25 pounds.

This position description is not intended to be and should not be construed as an all-inclusive list of responsibilities, skills or working conditions associated with this position. While this description is intended to accurately reflect the position's activities and requirements, management reserves the right to modify, add or remove duties as necessary.

Origami Owl is an Equal Opportunity Employer