

Jr. Digital Marketing Specialist (Internal)

(Strategy, Creative, or Analytics Track)

What You'll Do

Responsibilities

- Optimizing client website for search engines (on-page SEO)
- Working under senior Internet marketers and supporting them on some of our largest campaigns and client accounts
- Developing SEO content strategy for our copywriting team to create
- Creating Internet marketing campaign reports
- Analyzing competitors' websites and online marketing initiatives
- Managing client SEO and PPC campaigns
- Correcting technical issues on the backend of websites
- Optimizing web content for keywords related to customer products and services
- Managing email marketing campaigns
- Performing A/B, website usability, and website conversion rate testing
- Driving client success on the web

Percentage Breakdown

- 20% updating website content
- 15% managing client ad campaigns
- 15% managing other Internet marketing campaigns - i.e. Email, CRO, etc.
- 15% building/developing content strategy
- 10% client strategy and analytics
- 10% creating revenue, ROI and traffic reports for client campaigns
- 10% writing ad copy, emails, etc
- 5% analyzing client's' competitors

Note: This position is not client facing

What We're Looking For

Desired Education

Bachelor's Degree in Marketing, Advertising, Business, Journalism, Communications, Information Systems or Statistics (GPA above a 3.4)

Experience

Should have customer service experience in any industry
Part time/summer job/internship experience is a must

Basic HTML experience (a plus)
Advertising agency experience (a plus)
Any Internet marketing experience (a plus)
Experience with Google Analytics (a plus)

Qualities

Stays up to date on new changes to the web and actively reads several blogs
Professional, dependable, solid work ethic
Detail-oriented
Self-motivated
An eye for detail
Dedication to quality and high level of follow through
Approaches problem solving proactively and in a professional manner
Excellent time/project management skills
Solid analytical skills and ability to make decisions based on data
Creative problem solving abilities
Ability to meet deadlines
Outstanding written communication skills

What You'll Get

Compensation

\$33,000 - \$36,000 (potentially higher based on work experience)
GPA 3.8+: Add \$3K to high range
Elite college or university & graduation w/ high honors: Add \$3.5K-\$5K to high range

Location

Harrisburg, PA in the [Moffitt Mansion](#)
Harrisburg ranked as one of the country's Top 50 Places to Live: <http://bit.ly/1PeH6LJ>

