

Jr. Internet Marketing Account Executive (Client-Facing)

Positions also in this category:

Digital Advertising Analyst

Jr. Digital Communications Account Manager

SEO Specialist

Market Research Analyst

What You'll Do

Responsibilities:

- Optimizing client website for search engines (on-page SEO)
- Manage significant paid search budgets on top tier search engines (Google, Bing, & Facebook)
- Analyze competitors' websites and online marketing initiatives
- Keyword research for both SEO and PPC campaigns
- Create and manage paid search ad campaigns
- Manage all aspects of SEO and PPC campaigns for clients
- Prepare monthly Internet marketing campaign reports
- Optimize web content for keywords related to customer products and services
- Consult with clients about business goals and propose strategies to meet their needs
- Assist in email marketing, website analysis and online advertising programs
- Correct technical issues on the backend of website
- Perform A/B, website usability, and website conversion rate testing
- Responsible for driving client success on the web

Percentage Breakdown

- 20% client interaction - phone calls, emails, in-person meetings, etc.
- 15% client strategy and analytics
- 10% writing ad copy, emails, etc
- 10% creating revenue, ROI and traffic reports for client campaigns
- 10% working in the backend of websites/fixing technical issues
- 10% updating website content
- 10% managing client ad campaigns
- 10% building/developing content strategy
- 5% analyzing clients' competitors

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

\$34,500 - \$37,500 (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>

