



Digital Marketing Associate Manager

Reports to: Digital Marketing Manager Department: Marketing

Classification: Exempt Last Updated: 10/20/2020

Job Summary:

The Digital Marketing Associate Manager position is a great opportunity for a strategic marketer specializing in B2B and B2C communications. This role will lead our paid search, social media, Amazon, and Mobile App initiatives while also working collaboratively on email and website. Our main consumer site being www.frogproducts.com. Experience with marketing automation tools is a plus. We are looking for a marketer who does not want to be siloed in one avenue, but instead enjoys being able to work on different projects and initiatives.

Essential Functions:

Paid Search

- Strong Experience with AdWords and Facebook paid search
- Success optimizing and developing search plans
- Google AdWords certification

Social Media Strategy

- Manage social media properties.
- Help plan and develop strategies to increase engagement and conversion
- Develop content and manage compelling photos and creative assets that engage the current audience and earn new fans and followers.
- Stay current on social media trends, best practices, and emerging technology to evangelize these concepts across the company and to improve the strategy where appropriate
- Track, report and analyze social campaigns against business goals, objectives, and key performance indicators.

Amazon

- Research FROG products on Amazon for trademark violations
- Responding to reviews by users about our products.
- Work with Amazon on behalf of dealers and sellers to ensure our products are available and represented properly?

Mobile App

- Manage the updates for the App.
- Create the documentation for development
- Test pre and post launch to ensure accuracy on multiple platforms
- Be the point person for the development team

Additional duties (when needed)

- Email creation
- Website updates

Job Qualifications:

Required skills

- Paid search management (3-5 years)
- 3-5 years of social media experience, creating and scheduling campaigns and posts, and developing followers
- HTML/ light programming understanding (2-4 years)
- Photoshop experience (2-4 years)
- WordPress experience (2-4 years)
- Google Analytics knowledge (2-4 years)
- Knowledge with Email Service Providers (2-4 years)
- Bachelor's degree in Marketing or equivalent experience

Desired Skills

- Google Analytics professional certified
- Mobile App strategy, design, UI knowledge
- Salesforce experience
- Proficiency at Microsoft Excel
- Experience with Amazon Seller Central
- Experience with Amazon Brand Registry