

Reports to: Digital Marketing Manager Department: Marketing

Classification: Exempt Last Updated: 10/13/2021

Job Summary:

The Digital Marketing Specialist is an exciting opportunity for a Digital Marketer to work with a growing company that already has a strong digital marketing team with experience and success. This role will be responsible for taking ownership of www.frogproducts.com, Email creation and implementation, website updates, and social media. This is a great position for someone who likes new challenges, fast pace, and not just isolating on one area of digital marketing.

Essential Functions:

Email Marketing- Strategy and Implementation (40%)

- Strong HTML knowledge and CSS
- Photoshop ability to take a PSD and convert it into an email template.
- Strong hands-on experience with email service providers (i.e. Salesforce, ExactTarget, Mail Chimp, etc.)
- Consistently conduct A/B tests to maximize campaign effectiveness
- Measure, monitor, report and analyze metrics to drive campaign performance
- Solid understanding of CAN-SPAM Act guideline to ensure compliance
- Knowledge of GDPR and CCPA for email and data collection.

Social Media Strategy (30%)

- 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.

Website (30%)

- Experience with WordPress or other CMS
- Strong HTML and CSS

Job Qualifications:

Required skills

- HTML and CSS Knowledge (2-4 years)
- Email Service Provider (Salesforce, Mailchimp, or similar) (1-3 years)
- WordPress (1-3 years)
- Bachelor's degree Marketing or equivalent experience
- 1-3 years of email experience
 - Creating HTML emails
 - Developing responsive templates in ESP tools
 - Tagging and tracking results
- Critical thinker
- Detail oriented
- Works well in team environment
- Self-motivated, success driven individual with a proven track record

Desired Skills

- 1-3 years of social media experience
 - Creating and scheduling campaigns and posts
 - Developing followers
- 1-3 years of experience with social scheduling tools, preferably Hootsuite
- Salesforce experience