



Digital Marketing Specialist

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. 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

- 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.

Website

- Experience with WordPress or other CMS
- Strong HTML and CSS
- Manage multiple websites using WordPress
- Create and update pages, imagery, and more

MAP (Minimum Advertised Price)

- Updating all MAP documentation and updating internal systems to ensure accuracy
- Contacting violators
- Vendor management to ensure high data integrity
- Weekly MAP reporting
- Communicating with Sales and King management to determine enforcement steps.

Job Qualifications:

Required skills

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

Desired Skills

- Salesforce experience
- WordPress experience
- Google Analytics knowledge