



## Sr. Digital Marketing Specialist

---

Reports to: Digital Marketing Manager      Department: Marketing

Classification: Exempt      Last Updated: 5/7/2021

---

### Job Summary:

The Sr. 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](http://www.frogproducts.com), Email creation and implementation, website updates, paid search, and social focusing 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:

#### Paid Search (30%)

- 2 years' experience with AdWords and Facebook paid search
- Google AdWords certification a plus

#### Email Marketing- Strategy and Implementation (30%)

- Strong HTML knowledge, CSS, and even light programming
- 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 (20%)

- 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 (20%)

- Experience with WordPress or other CMS
- Strong HTML, CSS, some scripting, or programming knowledge

## Job Qualifications:

### Required skills

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

### Desired Skills

- 2-4 years of social media experience
  - Creating and scheduling campaigns and posts
  - Developing followers
  - Budgeting paid social
- 2-3 years of experience with Social scheduling tools, preferably Hootsuite
- Salesforce experience