



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, 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