



Position Title: Digital Marketing Specialist

Location: Rochester

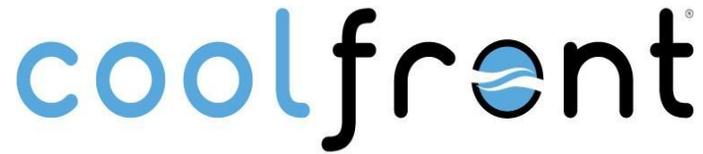
Reports To: Marketing & Sales Manager

Terms: Full-time

Position Summary: The Digital Marketing Specialist is critical in expanding our brand awareness, and digital footprint. Responsible for expanding our digital strategy to support ambitions sales growth objectives. Concepts and creates marketing materials, manages projects, and ensures company messages are consistent. This position will support the marketing initiatives for all Profit Strategies' products.

Essential Job Functions:

- Create files for print and digital projects
- Create logo concepts, marketing materials, web graphics, etc. for our clients
- Photo editing and retouching
- Brainstorming new and creative social media strategies, and lead generation strategies
- Remain up to date with the latest digital trends and best practices in online marketing and measurement
- Digital Marketing: work with manager to plan and execution of all aspects of our digital marketing, including web, email, marketing automation, and display advertising campaigns.
 - In addition, the candidate will track and report the performance of all digital marketing initiatives.
- Responsible for working with manager in developing and managing all marketing campaigns from concept to execution. This includes maintaining a project plan, documenting and measuring appropriate analytics against goals, and overseeing every aspect of the campaign.
- Responsible for managing all content on our company website. This includes using our CMS to create new web pages, produce content when received by content writer, on all web pages, and maintain our website media library.
- Works with the manager in developing, planning, and implementing a long term marketing strategy. This strategy will focus on identifying and assessing untapped lead generation sources and fine tuning in automating our approach to marketing.
- Performs other related duties as assigned



Skills & Abilities:

- Strong communication skills and attention to detail
- Time management skills to efficiently work on multiple projects simultaneously
- Ability to meet tight deadlines and work well under pressure
- Ability to work collaboratively and independently to achieve ambitious goals and drive results
- Strong analytical skills and data-driven thinking
- Experience with Marketing Automation Software, and Wordpress
- Experience with HTML/CSS
- Experience in content creation
- Experience interacting with management, communicating and presenting design initiatives and priorities in professional and corporate settings.

Education & Experience:

- Bachelor's Degree in Graphic Design, Digital Marketing, or relevant degree required
- Core applications include, but are not limited to: Adobe Photoshop, InDesign, Illustrator
- 3-5+ years experience preferred OR New college graduates with specific expertise in Google analytics, SEO optimization and Digital Marketing in their portfolio can be considered.

Physical Requirements:

- Ability to sit for long periods of time.

How To Apply:

Email your resume and salary requirements to courtney@coolfront.com. Include a link to your online portfolio, website, or PDF's of samples of your work (include a variety of samples). Only candidates applying with samples that show a high level of design will be considered for this role.