

## Digital Marketing Specialist

Experience Range | Entry-Level to Mid-Level | 0 - 5 years

### DESCRIPTION

Support and Learner of All Things Digital Marketing

Metisentry seeks an entry-level to mid-level Digital Marketing Specialist to support the ongoing digital marketing initiatives for our clients and to support the ongoing growth of Metisentry. The ideal candidate will be professional, self-motivated and have a strong desire to learn and expand their knowledge of modern digital marketing best practices. They will be a problem solver and proactively seek resolutions to project obstacles. Training and development will be provided internally to help hone your digital marketing expertise if needed. We know this isn't the curriculum you learn in college. We want to see you succeed and grow.

### RESPONSIBILITIES

The Digital Marketing Specialist will provide support in the planning and execution of:

- Search Engine Optimization of Web Content
- Copywriting for Web Content
- Web Analytics & Reporting
- Paid Media Campaign Execution & Management
- Project Coordination & Management
- Ongoing Learning & Development
- Strategy Planning & Execution
- Publishing New Web Content Via Content Management Systems
- Research
- Client Account Management

### EDUCATION & EXPERIENCE

- **Education**
  - BA in Business, Marketing, Design, or related field
- **Experience**
  - Demonstrated knowledge & experience in Digital Marketing

### INDIVIDUAL QUALITIES FOR SUCCESS

- Professional demeanor
- Proactive solutions seeker
- A deep & burning desire to learn & grow in digital marketing
- Organized
- Self motivated
- Receptive to feedback & training

### PLATFORMS & TOOLS USED TO PERFORM JOB FUNCTION

- Google Analytics
- Google Ads
- Google Search Console
- SEO Tools - SEMRush
- Multiple CMS Platforms
- Social Media Platforms
- Bing Ads
- Social Media Ad Platforms

### BENEFITS

Metisentry offers a competitive benefits package and compensation.

- Medical Insurance
- Vision Insurance
- Dental Insurance
- 401K with Matching
- Profit Sharing
- Unlimited PTO
- Flexible Work Arrangements (Partial remote to full remote)