



## **Digital Marketing Strategist**

Are you a driven, strategic thinker looking for an opportunity to develop and implement digital strategies for clients of all industries? Green Apple Strategy is looking for a motivated, detail-oriented strategist to join our team as the Digital Marketing Strategist. The ideal candidate is a self-confident and decisive individual with the ability to analyze data and provide recommendations for a variety of clients. This strategic problem-solver with the ability to implement strategy, as well as delegate and outsource tasks when necessary. The ideal candidate would be comfortable in a fast-paced work environment and will approach all problems with an analytical mind. The Digital Marketing Strategist must have a positive attitude with the flexibility to work alone or as part of a team.

### **POSITION SUMMARY**

The Digital Marketing Strategist will manage all PPC campaigns, onsite SEO, Local SEO, social media marketing, email automation, ongoing website strategy. The Digital Marketing Strategist will prepare, analyze, and process all monthly reports for all clients and make recommendations for adjustments based on data. This person will also work closely with our creative lead and content marketing lead as we develop comprehensive client strategies.

### **RESPONSIBILITIES**

- Analyze reports and analytics to provide digital marketing recommendations for all clients and Green Apple Strategy
- Identify new digital marketing opportunities for clients and support Chief Strategist in increasing digital marketing revenue year-over-year
- Plan and manage all email automation, SEO, PPC, social media marketing, and website strategies for clients
- Manage successful digital campaigns for all clients and Green Apple Strategy
  - Reduce cost per conversion (PPC)
  - Increase leads for all clients
  - Increase followers on all channels
- Assist the strategic planning team to develop, and implement marketing campaigns and client strategies

### ***SUPERVISORY RESPONSIBILITIES***

The Digital Marketing Strategist will be responsible for outsourcing digital marketing tasks as needed based on budget, analytics, and workload.

## **QUALIFICATIONS**

### *SKILLS*

- Google Ads & Google Analytics Certified
- Extensive knowledge of Google Data Suite
- Extensive knowledge of Wordpress CMS
- Extensive knowledge and proven results in onsite SEO
- Proven management of Google My Business and other local SEO practices
- Extensive knowledge of social media platforms and advertising
- Proven management of PPC advertising through multiple platforms (Google Ads, Paid Social, Bing, Yahoo, etc.)
- Extensive knowledge of Campaign Monitor or related email marketing software
- Familiarity with Sprout Social, SEM Rush, MOZ, HootSuite, BrightLocal, Yoast, Yext, etc.
- Ability to multi-task and shift focus as needed
- Ability to start and implement a project with little to no direction
- Ability to work alone and as part of a team
- Basic HTML knowledge preferred

### *EDUCATION AND/OR EXPERIENCE*

College degree in marketing, business, or entrepreneurship required; a minimum of five (5) years experience; and/or equivalent education or experience in job-related activities is required.

- 5+ years of experience in client-facing marketing and communications roles
- Agency and/or digital marketing consulting preferred

## **WORK ENVIRONMENT**

The position is in an office setting that involves everyday risks or discomforts requiring normal safety precautions. This position will report to the Chief Strategist.

## **COMPENSATION & BENEFITS**

This is a full-time position. Health benefits available to full-time employees through BlueCross BlueShield of Tennessee. Individuals are covered at 100% with dependent plans available at the cost of the employee. Discounted dental and vision plans are also available at the cost of the employee. If the employee declines coverage, a health stipend is not offered. All employees receive 15 days PTO up to three years of service and gain a week at year four. Paid holidays are also provided.

To take the next step in the application process, please visit:

<https://www.cultureindex.com/c/IRSc341jcu>