

Digital Marketing Coordinator

(Company Introduction & Description)

We are currently seeking a digital marketing professional to help acquire new digital subscribers for our websites. The ideal candidate would have experience across a range of digital marketing channels including SEM, paid social, email marketing and onsite marketing techniques and solutions. Reporting to the Senior Marketing Manager, the Digital Marketing Coordinator, would be focused on helping to devise, brief, deploy, monitor and optimize subscriber acquisition campaigns across digital marketing channels. Experience in a customer acquisition and/or ecommerce environment is desired.

Responsibilities

- Deploying outbound campaigns across email, SEM (Google Ads), paid social (Facebook Business Manager, Twitter, etc), display retargeting and content marketing networks (e.g. Taboola, Outbrain).
- Help manage the collective onsite customer acquisition tactics via the paywall, onsite marketing solutions and house advertising inventory.
- Develop marketing and creative angles, themes and messaging for the marketing slate/calendar.
- Compose creative briefs for the development of marketing materials for sales channels.
- Managing the development and coordination of various creative components for marketing channels, such as images, copy, offer codes, tracked links, content feeds, etc.
- Monitor and report on the performance of digital marketing campaigns, using data from ad platforms for reporting views, often presented in spreadsheets and decks, pulling in campaign data from advertising, analytics and customer data platforms to analyze, interpret and present campaign/acquisition learnings.
- Experience optimizing campaigns via A/B and multivariate testing of creative, landing pages, media buying and audience targeting.
- Working with vendors who support various marketing/acquisition channels.

Qualifications & Requirements

- Bachelor's degree in business, marketing, communications or related field.
- 2-3 years in a digital marketing / ecommerce role, with experience in paid customer acquisition with Facebook/Instagram, Google Ads and display retargeting via DSP/exchanges.
- Must be competent with presentation decks (Powerpoint, Google Slides), website analytics (Google Analytics or Adobe Analytics) and spreadsheets (Microsoft Excel and Google Docs).

- Must possess a sound understanding of digital and social media advertising.
- Must also possess a sound understanding of digital marketing technology aspects and conventions (e.g. ad serving, creative tracking, etc).