

DIGITAL MARKETING SPECIALIST

A digital marketing specialist at Thompson & Co. PR will have a bachelor's degree in public relations, marketing, communications or related field and at least two years of agency or relevant experience. The ideal candidate will be certified in Google Adwords and Google Analytics and familiar with SEMRush, Sprout Social and other digital tools. The digital marketing specialist will have a proven track record in developing digital, mobile, website, e-commerce and social strategic plans that benefit a diverse client base.

This position is responsible for developing and executing digital and social media client strategies that drive awareness, engagement, and traffic that align with overarching brand strategies. Fluency in Spanish is a plus.

If you're comfortable working on a small and energetic team locally, while supporting a larger team remotely, you'll find T&C rewarding.

Job duties may include but are not limited to:

AGENCY GROWTH

- Lead digital and social media strategy for agency new business efforts
- Demonstrate an understanding of paid, earned and owned media integration
- Maintain digital strategy acumen including design thinking, technical architecture and user experience
- Monitor trends in content marketing, digital and social media
- Educate and support client and internal teams to understand best practices for social marketing channels
- Build and maintain positive relationships with colleagues, clients and the media
- Conduct website audit, which covers user experience, SEO and other website backend suggestions for improvements

ACCOUNT PLANNING

- Work on an account team and directly with clients to determine brand, business and campaign objectives
- Develop digital, mobile, e-commerce and social marketing strategies that deliver
- Proactively propose new tactics, pitches and methods for clients
- Strategize digital experience, using multiple platforms to create and engage compelling brand stories
- Research keywords to optimize client web content and provide strategic counsel for digital elements of PR campaigns

CAMPAIGN IMPLEMENTATION

- Research, write and edit copy for press releases, blogs, media pitches and other mediums as required
- Create clear and compelling content for client presentations or other deliverables
- Assist with production of client publications, such as in-house magazines

CAMPAIGN MEASUREMENT

- Measure and analyze traffic generated by PR campaigns and SEO efforts within the Google Analytics platform
- Collate, analyze and evaluate earned, sponsored and owned media
- Maintain a standard for digital measurement that targets, tests and optimizes mechanisms to evaluate and drive campaigns
- Recommend campaign improvements based on analysis of Google Analytics and social media data

Please send resume and cover letter to: Ariel@thompsonpr.com