



## Digital Marketing Specialist

### JOB SUMMARY:

- The Digital Marketing Specialist is responsible for implementing and creating a variety of digital tactics for MaxxSouth Broadband. This role will develop, implement, and manage digital marketing tactics for the Company website, social media platforms, and blogs.
- Additionally, this role will be responsible for creating the Company's brand tone of voice, increasing brand awareness, generating demand, increasing customer loyalty and measuring ROI.
- The Digital Marketing Specialist develops and manages content and copy for social media, website, and online product information.
- This position works collaboratively with key stakeholders to generate ideas and identify content gaps/opportunities.
- This position reports to the Marketing Coordinator.

### ESSENTIAL JOB FUNCTIONS:

The Digital Marketing Specialist is accountable for the following:

- Assisting in the strategy and planning of all social media channels, including [Twitter](#), [Facebook](#) and [LinkedIn](#), advising the Marketing team on effective ways to personally augment our social media presence and propose new channels based on the audiences we seek to reach;
- Considering and researching new approaches for reaching desired audiences as appropriate, including podcasts and other content types;
- Regularly analyzing all traffic to our social media sites, analyzing its sources, and planning strategically for its organic growth to the audiences we want to reach;
- Working with our external website developers to keep the content and style of the site up to date as appropriate;
- Updating and maintaining the content on multiple web sites;
- Scanning the relevant media landscapes for insights from the field, conversations we need to enter, and potential social media partnerships, gathering insights and identifying potential digital platforms to host our content;
- Developing and managing multiple blogs with high-quality posts that are digitally engaging;
- Working with other marketing members to update packaging and pricing for online ordering;
- Working with other departments for content needs and posting needs on internal and external websites;
- Assist in the SEO strategy by providing insights and updates to our current website/landing pages;
- Follow and enforce the Company's policies and procedures, including the EEO guidelines and safety, at all times;
- Perform any miscellaneous department duties as needed.

## JOB REQUIREMENTS:

### Education and Experience

- High School Diploma or the equivalent – required
- Bachelor's Degree in communications, marketing, journalism or other related field. – preferred
- Two or more years of recent experience in creating content for multiple online channels including websites, social media platforms and e-communications – preferred
- Knowledge of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) – required