



JOB DESCRIPTION

Job Title: Creative & Digital Marketing Manager		ADP Dept. Code:
Department Marketing		Position Reports to: President
FLSA Status: Exempt	Salary Grade:	Date Revised: 07/27/22

STATEMENT OF PURPOSE (Job Summary):

The Creative & Digital Marketing Manager (CDM Manager) will create, implement, and manage a digital marketing strategy aligned with the overall strategy and direction of the Company's goals. The CDM Manager will be responsible for the marketing strategies of our various divisions with different industries represented. The CDM Manager will lead the Creative Team to develop designs and content which reflect consistently and positively the brand image and company ideals. The CDM Manager will utilize multiple online channels, including social media, email, web, video, and paid media. The CDM Manager is responsible for developing, overseeing, and optimizing digital marketing initiatives to maximize brand awareness, e-commerce sales and lead conversion through paid ad channels.

SKILLS/QUALIFICATIONS:

- At least 2 years of experience in developing and implementing digital marketing strategies.
- Strong proficiency in Google Analytics, Google Ads, Google Tag Manager, Facebook Ads. Certifications preferred but not required.
- Strong knowledge and experience of varied digital marketing channels, online marketing tools and best practices.
- Proven record of successful budget management and management of advertising channels to meet target thresholds necessary for the businesses' success.
- Critical thinker and problem-solver and strong analytical skills.
- Experience in agency relationships and management of Creative team.
- Highly creative yet process-driven and relies on data to make decisions.
- Strong project management skills and experience working in a deadline driven work environment.
- Proven experience evaluating and negotiating media placements.
- Strong team player with excellent time management skills.
- Employee has an individual responsibility for knowledge of and compliance with laws, regulations, and policies.
- Compliance is a condition of employment and is considered an element of job performance.

DUTIES AND RESPONSIBILITIES:

- Build and implement a digital marketing strategy tightly integrated with brand awareness, messaging, and communications strategy.
- Manage digital marketing channels, including all social media accounts, websites and lead paid media strategy for various channels, including Google Ads, YouTube, Pinterest, and Facebook/Instagram, to build brand awareness, generate e-commerce sales and increase qualified leads.
- Conceptualize and implement campaigns, including drip email and social media marketing campaigns and lead the digital content creation process.
- Oversee and manage website as it relates to paid ads including tracking, for example Pixel, Google Tag Manager, etc.
- Define, analyze, and optimize important metrics for paid media performance. Provide monthly campaign reports on projects including brand awareness and overall return on advertising spend.
- Shoulder the responsibility of the quality and completion of all work projects assigned to the members of the Creative Team.
- Manage and collaborate with Creative Team to bring the most effective ads to market.
- Measure the success of every paid media campaign while managing budgetary goals.
- Ensure the precise and seamless execution of paid media strategies.
- Drive clear revenue growth through paid media strategies and tactics.
- Identify, negotiate, and manage strategic media placements for brand growth, lead generation programs and other promotional efforts based on segment objectives.
- Mentor and encourage Creative Team members to foster a positive work environment.
- Stay up to date with the latest paid media best practices and technologies. Brainstorm and collaborate with internal teams on new ideas and tactics.
- Other duties as reasonably assigned.

WORK ENVIRONMENT:

This job operates in a temperature-controlled office environment. Casual dress attire. This role routinely uses standard office equipment such as computers, phones, photocopiers, fax machines, camera/video props and equipment.

PHYSICAL DEMANDS:

Visual acuity, speech, hearing, and hand and eye coordination required. Manual dexterity required to operate a computer keyboard and basic office equipment. Subject to long periods of sitting with repetitive use of hands, fingers, wrists. Must be able to lift up to 20 lbs., bend, stoop, kneel, crawl, twist, and reach.

By my signature below I indicate that I have received a copy of my job description and reviewed these job requirements and functions. I verify that I understand and can perform the duties described or have given notice of accommodations. I understand that this job description may change from time to time based on needs and requirements of job, department and/or facility. It is also understood that this is not a contract of employment, and the job description is not all-inclusive, and you may be required to perform other related duties as may be assigned.

Employee Signature: _____

Effective Date of Current Position: _____