



DIGITAL MEDIA & SOCIAL MARKETING MANAGER

We're a full service advertising and marketing agency with offices in western and central Pennsylvania, and servicing regional, national and international clients. Recognized multiple times as a "Fastest Growing Agency" and "Best Places To Work", we pride ourselves in creating a fun and exciting work environment while staying true to maintaining a good work/life balance.

We are currently seeking a Digital Media & Social Marketing Manager to spearhead all digital and social media strategies primarily for our clients and for our internal communication needs. This position is a critical component to linking all areas of marketing communications plans to bringing the strategies to life online.

JOB RESPONSIBILITIES:

- Planning and executing all web, SEO/SEM, email, social media, and display advertising campaigns.
- Measuring and reporting performance of all digital marketing campaigns and assessing against goals utilizing strong analytical tools and abilities.
- Campaign development, management and optimization within a variety of platforms.
- Planning, executing, and measuring experiments and conversion tests.
- Building and/or maintaining our social media presences.
- Adherence to client budgets and objectives.
- Writing and editing social media content and selecting appropriate visual assets.
- Collaborating with both in-house and external resources responsible for social and digital processes.
- Identifying trends and insights and optimizing spend and performance accordingly.
- Brainstorming new and creative growth strategies through digital marketing.
- Providing thought leadership and perspective for adoption where appropriate.
- Coordinating and complimenting strategies with traditional media campaigns.
- Skillfully managing daily tasks efficiently and on deadline.
- Knowledge of in-bound marketing automation tools like HubSpot and Sharpspring a plus.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Advertising, or Communications
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, email, social media, and/or display advertising campaigns
- Solid knowledge of website and marketing analytics tools
- Ability to work and communicate with team members and directly with clients
- Google Analytics and Google Ads Certified preferred
- Excellent communication skills, both written and oral
- Team player who is driven, easy to work with, accountable, and enthusiastic.

ABOUT 321BLINK

321Blink is a close-knit group of inventive, energetic people who love finding creative solutions that help our clients succeed. We are a refreshingly different kind of advertising agency. Our core talents lie in the area of content creation including video production, digital media, web design, graphic design, and branding. Good content requires proper placement which is why we offer media buying and search engine marketing services as well.

321Blink provides integrated marketing and communication services for our clients. We pride ourselves on organically building and growing our services to provide the best resources coupled with experienced and talented staff to meet and exceed the needs and expectations of our clients. As communication dynamics continue to evolve, we are constantly working to be forward-thinking in our service offering with the emphasis on quality and results for clients.

We are proud to be an equal opportunity employer. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status. Interested parties please send cover letter and resume to jobs@321Blink.com.