

EXTREME CUSTOMS

JOB DESCRIPTION

Job Title: Digital Marketing Specialist	Job Code:
DIV/Location/Dept: Extreme Custom Oshkosh	# Employees Supervised:
Reports To: CEO & COO	FSLA Status: Exempt

We are looking for a Digital Marketing Specialist who can enhance our brand and build strong online communities through our various social media platforms. Are you an expert with digital ads? Do you enjoy the process of building and optimizing ad campaigns on Facebook and Google? Are you good at using data to show value, make adjustments, and improve performance? And are you looking for an outstanding career growth opportunity? If your answer to these questions is “yes”, then this could be an excellent opportunity for you.

Job Summary & Essential Functions:

- Highly motivated, creative individual with experience and a passion for connecting with current and future customers.
- Have the vision to grow your role and the company in general.
- Compose, launch and optimize social advertising campaigns using Facebook Ads Manager, Google Ads, and other platforms/tools such as AdEspresso.
- Ability to gather advertising objective, analyze them and interpret into digital ad campaigns that are objective-based and data-driven.
- Strategize, manage, and execute paid search campaigns using Google Paid Search Ads, Google Shopping Ads, Bing, and other platforms
- Turning fans into customers and turning customers into advocates.
- Report to internal parties as well as brand partners on campaign progress using reporting tools provided (SpyFu, AdEspresso).
- Administrate the creation & publishing of relevant, original, high-quality content (all channels and ads).
- Research client attributes to compose variations of ad copy for campaign use.
- Take responsibility and accountability for assigned campaigns, managing all communication and tasks, occasionally outside of normal business hours.
- Develop monthly reports on emerging social media trends that will be submitted to the management and executive teams.
- Analyze the long-term needs of the company's social media strategy and offer quarterly reports to the management and executive teams that outline any necessary changes to the digital marketing plan.
- Create a regular publishing schedule and promote content through social advertising.
- Develop, implement and manage our social media strategy and oversee all social media content.
- Build KPIs, track progress, and make optimizations throughout the customer journey.
- Measure the success of every social media campaign.
- Stay up to date with latest social media best practices and technologies.
- Collaborate with Marketing, Sales and Product Development teams.
- Monitor SEO and user engagement and suggest content optimization.
- Communicate with industry professionals and influencers via social media to create a strong network.
- Works well under pressure and meets tight deadlines.

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Required Skills & Qualifications:

- 3+ years of experience in paid social campaigns (Facebook, Instagram, YouTube, and/or other social channels).
- Strong knowledge of Google Analytics (+ similar tools) for determining key traffic points, user behavior, and conversion rates.
- 1+ years of experience with retargeting/remarketing platforms such as AdRoll, Google, or Facebook
- Knowledge of Facebook's and Google's advertising platforms are required.
- Experience with the principles of creating an advertising campaign; composing audience targeting strategies, generating ad creative for testing, and optimizing for increased ROAS.
- Demonstrated ability to interpret data for insights and next steps
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices.
- Understanding of social media metrics, conversion funnels, and the ability to link results with specific elements of a broader campaign.
- Understanding of SEO and web traffic metrics.
- Experience with doing audience and buyer persona research.
- Demonstrated capability of self-direction and motivation.
- Exceptional verbal and written communication skills
- Excellent analytical skills with an attention to detail.
- Integrity, with an ability to handle confidential information.

Preferred Skills & Qualifications:

- Bachelor's Degree in Marketing, Communications or related field.
- Education: Completion of business, marketing, creative or similar college-level courses.
- Software: Experience using Accelo, HubSpot, Salesforce or other CRM software is preferred.

Physical Demands (reasonable accommodations may be made, if necessary):

Physical Abilities

Stand - Frequently

Walk - Frequently

Sit - Frequently

Climb – N/A

Crawl – N/A

Squat or Kneel - Occasionally

Bend - Frequently

Fine Manipulation - Frequently

Reach Outward - Occasionally

Reach Above Shoulder - Occasionally

Drive - Occasionally

Lift /Carry

10 lbs or less – Occasionally

11-20 lbs – N/A

21-50 lbs – N/A

51-100 lbs – N/A

Over 100 lbs - N/A

Push / Pull

10 lbs or less - Occasionally

10-20 lbs - Occasionally

20-50 lbs - Occasionally

50-100 lbs - N/A

Over 100 lbs - N/A

N/A (Not Applicable) - Activity is not applicable to this occupation.

Occasionally - Occupation requires this activity up to 33% of the time (.25 - 2.5 hrs/day).

Frequently - Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5 hrs/day).

Constantly - Occupation requires this activity more than 66% of the time (5.5+ hrs/day).