

## ***Digital Marketing Specialist Job Description 2023***

**Job Title:** Digital Marketing Specialist  
**Reports To:** Communications Manager  
**Department:** Communications Team  
**Salary Range:** \$83,000 - \$85,000  
**Job Type::** Exempt

### **Position Summary:**

Execute the company's digital marketing strategy, showcasing an ability to independently navigate and master a diverse array of online platforms to set up and implement campaigns across various channels. Manage and maintain a variety of digital media projects, including webinars, e-mail marketing, text messaging, automated dialing and ringless voicemail, online advertising, online audio and video marketing, and more. Collaborate with cross-functional teams to develop and distribute engaging multimedia content across digital channels, ensuring an effective and compliant digital presence that aligns with the company's marketing objectives. Execute social media strategies to increase brand awareness, engagement, and follower growth. Leverage multiple mediums to effectively build a strong brand presence, promote the company's products and services, and meet defined goals. Analyze key performance metrics, and prepare reports to measure campaign success and gather insights for future improvements. Ensure a unified and engaging brand message while staying at the forefront of industry and marketing trends.

### **Essential Duties of the position:**

#### **1 Social Media (25%)**

Develop, implement, and maintain effective social media marketing strategies for achieving the company's marketing and branding goals.

- Build a strong network by engaging with industry connections.
- Stay up to date with latest social media best practices, trends, and technologies, and monitor our competition.
- Work in multidisciplinary team with copywriters and designers. Collaborate with marketing, sales, and product development teams.
- Create and publish high-quality and original content, using strong writing skills and adhering to Legacy brand and stylistic standards. Obtain prior approval from insurance carrier partners or Legacy's VP of Compliance to ensure compliance of all content.
- Build and maintain a content calendar and posting cadence.

#### **2 Digital Marketing (40%)**

Manage and maintain a variety of digital marketing projects and campaigns, including e-mail marketing, SMS texting, automated dialing and ringless voicemail, online advertising, video marketing, and more.

- Use and optimize marketing automation tools to develop campaigns, including setting up drip campaigns, lead generation forms and landing pages, personalized customer journeys, and triggered e-mail sequences to enhance user engagement and retention.
- Develop a content library.
- Manage e-mail marketing scheduling and distribution.
- Monitor key marketing KPIs. Analyze results to make data-driven decisions, and report on the effectiveness of campaigns regularly. Make recommendations to improve upon the success of future campaigns.
- Stay up-to-date with the latest digital marketing trends, industry best practices, and regulations such as CAN-SPAM. Ensure that campaigns are compliant.

### 3 Webinar Strategy (25%)

Following best practices, execute a comprehensive webinar strategy aligned with organizational goals and objections.

- Collaborate with presenters to deliver engaging webinar content, including presentations, visuals, interactive elements, and handouts.
- Using a webinar hosting platform, ensure the smooth technical setup of webinars, including registration, branding, audio and video configurations, chat functionalities, Q&A features, et al.
- Implement promotional strategies to maximize webinar attendance and engagement.
- Attend live webinars to assist presenters during the events.
- Implement strategies such as polling, surveys, live response chat, and other interactive features to keep attendees engaged during webinars.
- Record webinars and make them available for on-demand viewing/listening through various media, ensuring accessibility for a wider audience.
- Conduct post-webinar evaluations, analyze key performance metrics, and prepare reports to measure the success and gather insights for future improvements.
- Trim and edit recordings as needed. Convert recordings to audio and publish audio replays.
- Engage in post-webinar activities, including follow-up e-mails and delivery of replay recordings.

### 4 \* Legacy essential duties (10%)

#### Minimum Requirements to Perform Essential Duties of the Position:

- 1 Bachelor's degree in Marketing, Advertising, Communications, or a related field.
- 2 Strong online skills and the ability to independently navigate and use online platforms.
- 3 In-depth knowledge of digital media platforms, advertising channels, and content distribution networks.
- 4 Excellent written and verbal communication skills.
- 5 Strong project management and organizational skills, with the ability to handle multiple priorities and deadlines.

#### Ideal/Preferred Requirements to Perform Essential Duties of the Position:

- 1 Familiarity with the insurance industry and annuities.

#### Legacy Essential Duties:

*In the spirit and support of Legacy's Corporate Culture, it is the expectation that all employees will act in ways that support our Values by participating in the following:*

- **Communication** - Ensure that information is delivered effectively for positive and strong relationships.
- **Continuous Improvement** - Strive to set and reach a higher standard in everything you do.
- **Flexibility** - Go outside of your regular job duties to support the team, department, and organization needs.
- **Performance Accountability** - Create and meet objectives that are in sync with team, department, and organization goals and objectives.
- **Problem Solving and Conflict Resolution** – Address problems and resolve conflict in a timely manner in an effort to find positive solutions and create action plans that support the bigger picture.
- **Recognition**- Motivate co-workers by providing positive reinforcement of good to great results.
- **Shares Knowledge and Supports Others** - Ensure the success of all team members and the organization.
- **Team Member Selection and Training** - Participate in the acquisition and training of best possible talent. Provide on the job training, as needed.