

Digital Marketing Specialist Job Description

SmithAmundsen LLC is seeking a Digital Marketing Specialist to join our marketing department. The Digital Marketing Specialist supports the firm's CMO and other key firm personnel in managing business development and marketing functions. The Digital Marketing Specialist will create and implement communication strategies via the technology platforms that reflect the firm's brand and positioning, shape and disseminate high-impact messaging in support of key business goals.

This candidate must have a proficient understanding of driving leads via webcasts, Zoom webinar software, CRM software, managing an email blast system, Adobe desktop publishing, video production, social media management, and data analytics. This function possess a client service orientation, is able to develop relationships within the firm as well as with the media, meet tight deadlines, possess strong attention to detail, can train and guide other firm members in the art of the webcast and remains calm under pressure.

The candidate must be a self-starter who is flexible, dedicated, client-service oriented, resourceful, high-energy and collaborative who is able to work in a fast-paced, high-volume environment. The ability to communicate effectively and persuasively, both written and verbal, is essential. This role requires significant hands on work and will be responsible for contributing to a broad range of practice-specific business development and marketing activities.

DUTIES & RESPONSIBILITIES:

- Manages all marketing-specific webcasts
- Social media management and data analytics
- Manages marketing e-blast software
- Manages firm's CRM database
- Generates leads after every webcast program using a combination of the above software
- Tracks leads and ROI using Microsoft Excel and other firm programs
- Assists with the creation of video and other creative content as directed
- Assists with website-related tasks and other responsibilities as needed
- Graphic design
- Possible travel required (less than 10%)

PERFORMANCE TRAITS:

- Excellent technological skills for use in a marketing and business development environment
- Strong written and verbal communication skills, able to communicate effectively and in a professional manner with all levels of the firm and outside vendors
- Ability to work in a diverse team environment and effectively support the demanding needs of the Firm
- Ability to work under pressure, meet deadlines with shifting priorities
- Must be a self-starter with a high level of initiative
- Strong customer service skills, able to anticipate needs, exercise independent judgment, and use critical thinking
- Strong attention to detail, organizational skills and the ability to handle multiple projects
- Maintains confidentiality and exercises discretion
- Exercises solid strategic thinking and problem-solving skills
- Familiarity with accepted research techniques and databases typically used for competitive intelligence in a professional services company.

QUALIFICATIONS & PRIOR EXPERIENCE:

- 5-7 years of experience
- Bachelor's degree required
- Experience producing webcasts for a professional services firm, required
- High level of proficiency using Microsoft Office (Outlook, Word, Excel, and PowerPoint)
- High level of proficiency using Adobe Creative Suite including Premiere Pro
- Demonstrable understanding of CRM and e-blast software platforms (Concep & InterAction preferred)