

### Digital Marketing Manager (Contractor)

Activated Growth is a Twin Cities based strategic consulting and marketing firm. We work closely with our clients to understand their unique offerings, audiences, and goals - and help them succeed by developing and executing audience-centric marketing strategies. We believe in consistent collaboration and transparency, and see ourselves as an extension of our clients' organizations.

We are seeking a Digital Marketing Manager for approximately 10 - 20 hours per week to help us deliver outstanding services to our clients. This is a contract, part-time position with the potential for additional hours and more permanent role. Occasional client and company calls may be required.

The position will be heavily involved in the planning, execution and reporting of various digital marketing initiatives and will report to the Account Services Director. Successful candidates will have demonstrated experience with online marketing products/channels and project management.

#### **RESPONSIBILITIES**

- Develop online marketing strategies and tactics to meet and exceed client sales and revenue goals
- Collaborate with our internal marketing team and clients on the execution of SEO/SEM, social media and display advertising campaigns to ensure delivery and distribution of content that meets the needs of all target audiences
- Measure and report performance of all digital and social marketing campaigns, assess against goals (ROI and KPIs) and provide strategic recommendations for optimization
- Manage all aspects of online advertising (PPC and Display), including set-up and development, proactive recommendations, optimization and reporting
- Manage email marketing campaigns, including campaign set-up, launching, monitoring and reporting
- Optimize user experiences. Brainstorm new and creative growth strategies

## REQUIREMENTS

- 3+ years of hands-on strategy and execution of online marketing
- 3+ years of project management, leading digital marketing campaigns and programs successfully
- Advanced skills in SEO, SEM
- Experience with online tracking and analytics tools; strong analytical skills
- Effective multi-tasker, with ability to manage stakeholders, projects, prioritization, and decision making
- Creative thinker and strong content production skills
- Strong communication and team collaboration skills
- Up-to-date with the latest trends and best practices in online marketing and measurement

To apply, please submit your resume and hourly compensation requirements to [info@activatedgrowth.com](mailto:info@activatedgrowth.com) today!