

## Digital Marketing Specialist

### Summary

The Digital Marketing Specialist is responsible for coordinating REcolorado's campaigns to promote REcolorado.com across Colorado. Responsibilities include Search Engine Optimization (SEO,) advertising, social media, and distribution of digital content, as well as graphic design.

Under the direction of the Marketing Communications Manager, the Digital Marketing Specialist will create and distribute digital content; develop and manage editorial calendars; write blog articles, social media posts, and advertising content; monitor and respond to inquiries and comments on social media sites; design ads; manage digital and Pay-Per-Click (PPC) advertising campaigns and Search Engine Marketing (SEM) efforts; lead Search Engine Optimization (SEO); monitor REcolorado.com site and campaign analytics; and provide suggestions for enhancing the effectiveness of REcolorado's digital channels. This position will also design print and digital materials and create content for REcolorado.com, REcolorado subscriber communications, announcements, collateral, and advertising.

### Responsibilities

- Ideate and maintain an editorial calendar for content marketing, advertising, and social media opportunities.
- Develop content for campaigns, email, social, advertorials, and blog posts aimed at driving online visibility, conversations, and user engagement.
- Manage and update website and blog content.
- Lead SEO efforts for the company and execute on-page SEO tactics.
- Manage SEM Campaigns and PPC advertising.
- Manage and promote content through social media accounts including Twitter, LinkedIn, Facebook, Pinterest, Instagram, and Google+, and YouTube.
- Serve as graphic designer, responsible for a wide variety of projects including creating print and digital ads, flyers, brochures, graphics, and images.
- Proofreads materials for spelling and grammar, making appropriate changes to ensure accuracy and clarity of final copy.
- Analyze campaign data, offer insights into campaign performance and make effective optimizations.
- Coordinate REcolorado's participation in community events and sponsorships
- Manage relationships with printers and other vendors as required.
- Ensure brand integrity based upon REcolorado brand standards.
- Stay up to date on new tools and how other MLSs and companies are using them.

### Desired Skills & Experience

- **Education:** Undergraduate degree from accredited institution in Marketing, Public Relations, Business, Marketing, or related program of study.
- **Professional Experience:** 1 to 4 years of professional experience in marketing and public

relations with a focus on digital communications, integrated digital marketing planning, campaign development, execution and analysis, with 1-3 years of experience in Search Engine Optimization (SEO)

- **Social Media Marketing:** In-depth knowledge of digital marketing communication methods and best practices, and experience using social media platforms including Twitter, Facebook, Pinterest, Instagram, Google+, LinkedIn, and YouTube.
- **Search Engine Marketing:** Knowledge of Search Engine Marketing (SEM) and experience with paid search across platforms like AdWords, Facebook, LinkedIn, Twitter, Pinterest, and retargeting programs.
- **Graphic Design:** Working knowledge of Adobe Creative Suite, with Adobe Photoshop and Adobe Illustrator, with expert-level knowledge of Microsoft Office programs.
- **Content Management:** Experience with HTML coding and Content Management Systems (CMS) including Drupal, and WordPress.
- **Content:** Ability to write original content in an engaging manner for a variety of outlets, including ad copy, website, and social media posts, while maintaining consistency in voice and style. Knowledgeable on Associated Press Style/Chicago Manual of Style standards.
- **Analytics:** Ability to monitor analytics and Key Performance Indicators (KPIs) to track campaign success and improve effectiveness.
- **Teamwork:** Ability to manage demanding deadlines and changing priorities, while working across functional teams to gain buy-in from multiple stakeholders.

#### To apply

Please send a cover letter and resume to [dshiple@REcolorado.com](mailto:dshiple@REcolorado.com)