



## Gravity Group

### JOB DESCRIPTION – *Digital Marketing Specialist*

**Overview** – Gravity’s culture is one of collaboration, where we work with our clients to create marketing and content that builds brand awareness, drives preference, and speaks to their audience. We thrive when our people thrive. We’re currently looking for a Digital Marketing Specialist to manage digital marketing efforts for Gravity Group and our clients. The ideal person for the job will love to learn and keep up with current trends and best practices and have exceptional communication skills and a meticulous attention to detail. He/She will have at least one year of previous experience managing digital campaigns.

**Hours Required** – this full-time position will require 40 hours per week. Gravity maintains a hybrid work environment, and hours can be split between working in the office and remotely.

#### **Qualifications & Requirements**

- Possesses the following qualities:
  - Superior verbal and written communication skills
  - Strong organizational and time management skills with high attention to detail
  - Superior collaborator
  - Team oriented - helpful and respectful toward others, building a positive work environment
  - Organized self-starter, effective in a fast-paced environment. Takes ownership of work, does what is needed without being asked, and follows through
  - Ability to take direction and work within established deadlines
  - Ability to organize and interpret campaign and website performance data
  - Strong desire to learn and grow
- Proficiency with Google Ads, Google Analytics, Meta Ad Manager, Microsoft Office programs (PowerPoint, Excel, Word, etc.), WordPress, Mac format, and Google apps
- Google Ads certified or the ability to become Google Ads certified
- SEO experience preferred

#### **Responsibilities, Duties**

##### *PRIMARY -*

- Plan, execute, and report on digital campaigns, including:
  - Google Ads campaigns (paid search, Display network, and video)
  - Social media campaigns, primarily on Facebook, Instagram, and LinkedIn
  - Display and video campaigns placed through digital media partners
- Report on website performance using Google Analytics
- Perform SEO audits and recommend actions to improve organic page rank
- Manage key project timelines, helping to traffic projects through the project management system and following up with team members to keep projects moving forward and delivered on time. Compile routine project updates for managers and team members
- Build and manage relationships with web and digital partners
- *Additional responsibilities as assigned*

##### *AS NEEDED -*

- Assist with website updates on the WordPress platform
- Collaborate with the Content Team on digital ad copy and educational content related to digital marketing