

Earned Media Manager – Digital Marketing

Manager of Earned Media will be responsible for leading content marketing efforts, social strategy and SEO growth objectives for multiple clients.

The position will lead and mentor a team of specialists working on strategic projects, as well as run the business initiatives optimizing performance by improving the discoverability of site and digital assets in Earned Media.

This role is also responsible for overseeing the ownership, communication and execution of a data driven strategies that quantifies the material impact of recommendations from the team. The perfect candidate will be an analytical thinker who is curious and loves to experiment, taking pride in their work and personal ownership of his/her channels. This is a strategic but hands-on role, so we're looking for someone who can balance big-picture strategy, with exceptional attention to detail and a focus on driving results.

Why work here?

At Being Digitalz, we promise to share the value of our experience. To keep pace with advances in digital customer experience, you need a partner who knows the landscape inside out. Someone who knows where they can deliver value and is honest enough to tell you where they can't.

We specialise in understanding where your customers are, what they're doing and why they're doing it. This means we can optimise your online marketing properties and work with you to enhance your customers' experience while delivering improved brand visibility in the right time, right place and in the right way.

We'll help in attracting new, relevant customers and delivering measurable and increased performance.

Responsibilities and Key Accountabilities

- 35%- Lead content marketing efforts, social strategy and SEO growth objectives for multiple direct clients and multi-channel brands
- 20%- Manage team of SEO, social media marketing and all forms of content creators
- 20%- Define, prioritize, and manage execution of key SEO tactical initiatives, including keyword research and competitive analyses, site auditing, on-site optimizations, link building and content development
- 15%-Track and refine metrics, including referrals, link popularity, rankings, traffic and conversion using tools such as Google Analytics, Adobe Analytics, BrightEdge etc.
- 10%- Support strategic social marketing campaigns, acting as creative sounding board and cross-team liaison to increase customer engagement and social-driven conversions

Education Required:

- The knowledge, skills and abilities typically acquired through the completion of a bachelor's degree program or equivalent degree in a field of study related to the job.

Years of Relevant Work Experience: 5 years

Preferred Qualifications:

- Proficient in HTML, site architecture and content management systems
- Strong writing and presentation skills
- Solid team management experience, you are unafraid of a flexibly working with an energetic, diverse team who own exciting initiatives!
- Outstanding ability to think creatively, strategically and to identify and resolve problems

Knowledge, Skills, Abilities and Competencies:

- SEO experience or equivalent digital marketing channel or e-commerce management with SEO as a recent focus, with a proven track record of improving business results
- Experience in Social Media content marketing and community engagement
- Experience managing a team of direct reports
- Experience working with CMS and building/administering content in multiple CMS environments
- Experience developing content aimed at improving customer engagement metrics
- Website analysis using variety of analytical tools including Google Analytics as well as internal reporting tools
- Optimizing data gathered from both organic and paid sources
- Must have thorough knowledge of search ranking factors and critical updates
- Experience managing content for a high traffic website, including strategy, developing cross functional processes, & testing

***If you are interested, please email your resume at hr@beingdigitalz.com**