

## Digital Marketing Manager

Words at Work is currently looking for a Digital Marketing Manager. The position will contribute as the lead on project teams that require digital marketing expertise (SEO, Google Adwords, email marketing automation and digital ad buying). This individual will aid in the creation and direction of campaigns across all clients for the firm.

### Responsibilities

- Serve as a hands-on lead embedded in project teams:
  - Contribute as digital lead on project teams requiring digital marketing expertise, e.g. annual tactical planning, content and website strategy, capability-building client projects, trends and new business pursuits, etc.
- Create digital marketing campaigns:
  - Work with copywriters and graphic designers in the creation of campaigns deeply rooted in client objectives, audience insights
  - Manage content and digital strategy across the full range of promotional channels with demonstrable, quantifiable impact
- Author regular intelligence reports
- Lead and facilitate conversations about program performance, measurement and corresponding insights with clients
- Foster strong partnerships with internal (creative, account, public relations) and external (agencies and vendors) teams to create client-centric, results-driven programs and campaigns

### Qualifications

- 5 - 8 years of marketing experience, specifically in the digital space
- Experience presenting to and engaging with clients and prospective clients
- Problem-solving approach grounded in data and analytics
- Preferred expertise in one or more of the following competencies: SEO, Google Adwords, LinkedIn ads, digital ad buying, content strategy, social media strategy, website landing page development and performance analytics
- Previous agency experience preferred
- BA degree in business, marketing or communications or related field preferred

### About Words At Work

Founded in 1988, Words At Work is a collaborative, entrepreneurial firm committed to helping its clients build strong, profitable brands. Clients utilize us as a full-service marketing agency. They can also look to us for selected services, such as brand development and messaging, content marketing, website development, social media, PR and product naming.

For more information or to apply, please visit [www.wordsatwork.com/careers](http://www.wordsatwork.com/careers).

*Words At Work is an equal opportunity employer. We are committed to hiring employees regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.*