



Digital Marketing Specialist

RedShift is a top tier Digital Marketing Agency located in the heart of Pittsburgh, PA. We pride ourselves on clear communication, transparent pricing, ROI, and going above and beyond what you would expect from your typical Marketing & Advertising agency. As with most teams and families, there's something we all share at RedShift. In our case, it's coming from agencies or businesses where we thought, "there's gotta be a better way."

At RedShift, we've come together to form that "better way." Each of the differentiating factors you see about us— being data-driven, customer-centric, transparent, ego-free, and dedicated to results—these are qualities we didn't find at previous homes, but we've established here.

We're currently looking for an experienced, dedicated and energetic Digital Marketing Specialist to join our growing firm.

The Digital Marketing Specialist is an individual with a combination of business acumen, digital marketing experience, analytical excellence, and collaborative skills. As the Digital Marketing Specialist, you will have a strong role in digital marketing deliverables for the agency and our clients. In this role you will balance frequently conflicting demands, yet remain focused on the goals of world-class marketing services, happy clients and agency profits. Digital marketing services include but are not limited to SEO, SEM, analytics, content strategy, paid social campaigns and lead generation conversion efforts.

Nature and Scope:

This position works under the direction of the Digital Marketing Manager with exercise of independent judgment. The Digital Marketing Specialist will contribute to the strategic and tactical implementation of client marketing strategies. Digital marketing performance is core to our company's success and you will play a crucial role in achieving our business goals and objectives.

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Duties and Responsibilities:

• SEO

- SEO is a big deal in our agency. The Digital Marketing Strategist position will:
 - Regularly perform SEO content audits, technical audits, keyword research, competitive research, etc.
 - Take research findings and develop actionable next steps to grow our clients' organic presence
 - Familiarity with SEOBlueprint is a plus, but not required

• Website Edits

- Familiarity with Wordpress and other CMS is required
- Ability to execute SEO changes
 - Familiarity with SEO plugins such as RankMath and Yoast
- Experience with backend WordPress development & hosting optimization

• Content

- Ability to optimize content for websites, including but not limited to service pages, blog posts, contact pages, etc., in order to support organic rankings
- Work with the Account Managers to develop content plans and in-depth content briefs based on research to guide content creation
- Content writing is a plus, but not required

• Paid Ads

- Develop and execute paid ad strategies for clients, including Google Search and Display, Facebook/Instagram, LinkedIn
- Ongoing monitoring and optimizations to drive results and support client goals

• Reporting

- Complete monthly website and paid ads performance reporting as well as SEO monitoring
- Run reporting and analyze results to develop recommendations and next steps to improve performance month over month
 - Reports are done on a monthly or quarterly basis on performance and ongoing strategies implemented to ensure goals are met
- Familiarity with Google Analytics (including GA4), Search Console, Tag Manager and DataStudio

• Planning and Strategy

- With with Client Services team to develop strategies support client goals and KPIs
- Maintain ownership of the digital portion of the client strategy, including achieving results within the agreed upon budgets and timelines

• Knowledge

- Always be one step ahead of the changes in the industry and act as a source for clients as related to digital marketing information and trends
- Continually work to improve your digital marketing skills and knowledge

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Additional qualifications should include, but are not necessarily required:

- Experience in Marketing Automation platforms such as HubSpot, HighLevel and Pardot
 - Experience in email marketing platforms such as MailChimp
 - Copywriting
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Requirements:

- 2+ years digital marketing experience [including direct experience with PPC, SEO, content marketing, social media marketing (including paid social) advertising, and email campaign strategy and execution.]
- Practical Knowledge of HTML Coding WordPress
- Knowledge of online marketing tools and technology
- Strong analytical skills and business acumen along with the ability to be detail- and deadline-oriented while working on multiple projects
- Knowledge of integrating and analyzing data from all forms of online media including paid search, organic search, display, email, social media, etc. to make decisions, optimize accounts and accomplish clients' high-level goals
- Excellent understanding and knowledge of social media platforms
- Ownership and pride in your performance and its impact on company's success
- A commitment to taking initiative to innovate, deliver insights and solve problems
- Excellent time-management, written and verbal communication skills
- Critical thinker and problem-solving skills
- Proven team player
- BA/BS degree or equivalent

If you feel you're ready to start your career with RedShift, are eager to take on the duties and responsibilities we've outlined, and meet the requirements for our Digital Marketing Specialist position, then we're eager to learn more about you, and to tell you more about us.

Please send your resume and cover letter, along with salary requirements, to:

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