

## Digital Marketing Specialist

Digital Marketing Services – Roanoke, Virginia

---

The Digital Marketing Specialist is part of the production team for our clients' digital marketing programs. Specifically, the Digital Marketing Specialist will specialize in digital marketing activities such as SEO, Digital Advertising, Email Marketing, Email Workflows, and Content Management. Although the DMS will specialize in an activity, they will still be responsible for helping with all other activities listed.

### Responsibilities

#### Search Engine Optimization

- Improve keyword densities utilizing our 11-point process
- Organic link building
- SEO writing
- Keyword research and selection
- Local profile management and optimization
- Content posting

#### Digital Advertising

- Ad writing
- Keyword research and selection
- Budget management
- Conversion optimization
- Audience targeting and media trading
- Landing page ownership and continuous improvement

#### Email Marketing

- HTML email development utilizing various email service providers
- Workflow and trigger development
- List building and segmenting
- KPI tracking and measurement

#### Social Media Management

- Post writing and scheduling
- Audience targeting and ad buying

#### Team Synergy

- Communicate progress and status of tasks with the Digital Marketing Manager
- Coordinate and consult with other Digital Marketing Specialists, Strategists, Writers, Designers, and Developers
- Continuously evolve your knowledge of online user behavior, digital marketing, and your clients

## Qualifications and Skills

### Required:

- Bachelor's degree
- Strong analytical, organizational, prioritization, writing, and leadership skills
- Systematic and process-oriented
- High social confidence and a great communicator

### Preferred:

- Bachelor's degree in marketing or communication
- Familiarity with digital marketing tools and platforms
- At least one year of working on a digital marketing team

## Benefits & Compensation

- Health Insurance
  - \$300 Paid by LeadPoint for Employee each month
  - Family Coverage Available, Cost to Employee Varies
- 100% Paid Benefits for Employee, including:
  - Dental Insurance
  - Vision Insurance
  - \$10,000 Term Life Insurance
  - Short-Term Disability Insurance
  - Family Coverage Available, Cost Varies
- Cell Phone & Downtown Parking Allowance
- Simple IRA with 3% Employer Matching
- 4-weeks Paid Vacation
- 5 Paid Sick Days
- Flexibility for Personal Situations
- \$43,000 starting Annual Salary

## Why do you want to work for LeadPoint Digital?

Work hard; play hard. LeadPoint Digital has a team-driven culture that's focused on creating winning strategies for clients. Digital marketing is a fast-paced environment that's changing every day. Our team is agile enough to meet the demands while delivering results, from building websites to developing SEO/PPC/social media strategies to building content marketing plans. We are growing a team with goal-oriented people who like challenges and solving problems. The LeadPoint Digital team works in-office in a mountain-metro location where after-hours play can start the minute you step out of the office in downtown Roanoke, VA.