



<h1>Position Guide</h1>
<h2>H-531</h2>
<h1>Junior Digital Marketing Advisor</h1>

The Position Guide has been implemented to provide a foundation for the Junior Digital Marketing Advisor which will support the overall mission of the company. The Position Guide is not intended to be all inclusive and is subject to change with or without notice. It is intended to make sure qualified candidates meet certain basic qualifications that supplement experience and/or skill. This position guide adheres to A-1 – Procedure Control.

Examined, Accepted, and Approved by:
Company Management
Date:
Implemented With:

Note: Prior to any implementation of this Standard Procedure, or its distribution to employees, the Employee Interview & Hiring procedure should be fully reviewed with your legal counsel and or CPA to ensure compliance with all legal and state requirements and to ensure that there is no unintended liability incurred by the company through or by the implementation of this Standard Procedure.

Position Guide

Junior Digital Marketing Advisor

SUMMARY

The Junior Digital Marketing Advisor role will consist of managing, measuring, and monitoring all aspects of digital marketing strategies for multiple clients. In this position, the individual will be responsible for working with our clients to develop an interactive online community, manage engagement tactics, align messaging to the client's target audience(s), execute the strategy, plan, and tactics for monthly social media posts, blogs, newsletters, or email campaigns, and review and analyze analytics to adjust the client's tactics as needed. Through education and influence, our clients have the opportunity to become the leader in their industry; digital marketing is a key component to our clients' success. The Junior Digital Marketing Advisor will have experience in implementing successful digital marketing strategies. This role will report to the Digital Marketing Advisors.

CORE JOB DUTIES INCLUDE (BUT ARE NOT LIMITED TO):

- Execute a results-driven social media strategy through tactic implementation
- Execute strategies and tactics for: building new websites, managing digital media platforms, blog posts, newsletters, email campaigns, and more
- Develop and curate engaging content for social media platforms
- Assist in the creation and editing of written, video, and photo content
- Maintain unified brand voice across different social media channels
- Collaborate with marketing team to create a social media calendar
- Create images for digital media posts for clients (does not require extensive graphic design knowledge)
- Monitor social media channels for industry trends
- Interact with users and respond to social media messages, inquiries, and comments
- Review analytics and create reports on key metrics
- Create monthly blog posts for clients
- Create monthly newsletters for clients
- Assist in the development and management of social media marketing and influencer marketing strategy
- Attend events and produce live social media content

POSITION REQUIREMENTS

- Bachelor's in digital marketing or equivalent, or at least 1 year of experience in the digital marketing industry
- Experience managing social media handles
- Interested in learning about new engagement tactics and implementing them
- Must be passionate about digital marketing
- Passionate about digital media channels (websites, social, email, etc.) and excited to build an online community

- Experience working in Facebook Business Manager, Google My Business, LinkedIn, Instagram, Twitter, YouTube, and other social media platforms.
- Ideal candidate will have experience in managing multiple clients and their digital marketing programs
- Qualified applicants must be results driven, detail-oriented, dependable, and enjoy interacting with others by displaying strong client relation and communication skills

CORE COMPETENCIES

- **Business Results:** Able to meet individual metrics and goals.
- **Drive and Productivity:** Able to bring about great results from ordinary circumstances; prepares for problems or opportunities in advance; undertakes additional responsibilities and responds to situations as they arise without supervision.
- **Innovation:** Accepts innovation and improvement recommendations.
- **Communication:** Excellent verbal and written communication skills.
- **Teamwork:** Accepts feedback when offered and works well with others.
- **Flexible and Adaptable:** Can be interrupted while remaining positive and pivot easily and quickly between multiple tasks.

PHYSICAL ENVIRONMENT

Required job duties are normally performed in a climate-controlled office environment. We currently operate on a hybrid working schedule, so working from home is an option but being in the office on Tuesdays and Thursdays is required.

ADDITIONAL SKILLS AND ABILITIES

- Experience working with WordPress
- Experience working with Adobe (DC Acrobat, Spark)
- Experience in editing copy for blogs, articles, newsletters, and more