

Digital Marketing Specialist

Weber Advertising & Marketing is seeking a confident & inquisitive marketer with a passion for online marketing strategies! As a part of the WAM team, you'll work in a laid-back (but fast paced) agency environment focused on quickly and effectively building and implementing marketing campaigns. Our new Digital Marketing Specialist will be involved in all phases of these launches from strategy development, to implementation, to evaluation.

The Ideal candidate will have

- Recent work within various Google properties
 - Ads*
 - Analytics*
 - Google My Business
 - Google Docs
- Social media/networking platform experience (Facebook, LinkedIn, Twitter, etc)
 - Sponsored campaign creation, maintenance, and evaluation*
 - Post moderation
 - Content development
 - Page structure standards
- Ability to report on sponsored campaign results* (in a manner in which a client can understand), evaluate performance, and optimize based on key performance metrics
- Basic to advanced knowledge of SEO best practices & influential factors (both local and traditional SEO, on-site and off-site influences)
- Previous experience working within a Content Management System/website backend
- An interest and desire to stay up-to-date on digital best practices/trends, finding and evaluating new tools to improve our work flow, and learn new channels and implementations of digital marketing
- Ability to communicate professionally with clients & share ideas amongst staff
- Effective time management & project/task tracking skills
- A fun personality that will fit in well with our culture*

It would be a bonus for us, but isn't required, if you also have knowledge of the following

- Email marketing strategy development and evaluation
- Landing page optimization
- Ability to advise on new website design, as well as troubleshoot user flow and performance issues on existing websites
- Google Tag Manager/event tracking setups
- Understanding of basic html markup
- Link building strategy experience
- Hold current Google certifications
- Understanding of Google Search Console

Employment details

- Curious about the annual salary? This will be somewhat based on your experience, let's chat about it
- This is a full-time (40 hr work week) position
- You will be required to be in the office M-F (533 Janet Avenue, Lancaster, PA 17601) – telecommuting makes it harder for us to collaborate as a team
- You'll have off all major holidays and will be provided additional sick and vacation time away from the office
- Immediate entry into company profit-sharing plan (if WAM's having a great month, we'll share with you)
- Retirement program with match after 1 year of employment
- Group health insurance plane