



Digital Marketing Manager

The ideal candidate will expand the company's brand presence by finding the target audience to distribute marketing content to. You are responsible for all aspects of marketing for the company, including creation/maintenance of websites. The manager will have a small team of specialist to manage and work directly with sales and product management teams. The ideal candidate is both a self-motivated individual and a positive team player.

Responsibilities

- Plan and execute marketing campaigns, primarily online but also print
- Monitor and analyze effectiveness of marketing content
- Develop and manage website content
- Project management
- Find and target audiences
- Manage current team of marketing specialists
- Website optimization
- Content creation for ads, blogs and newsletters
- Financial reporting

Qualifications

- 3+ year of marketing experience in online and digital marketing
- Content creation skills
- Excellent communication and organizational skills
- Expertise in online and digital marketing
- Ability to manage a team