

## **Job Title: Digital Marketing Specialist**

### **Department: Fashion & Apparel Team**

#### **Position Overview**

This is an incredible opportunity for an ambitious, driven, collaborative team member looking to build skills within an established organization. Candidate must be a motivated and energetic team player with the ability to work unsupervised, in the office and remotely when required. Excellent work ethic, ability to prioritize, be a quick learner, organized, have excellent time management, attention to detail, thoroughness, and decision-making independence. Ability to function in a fast-paced deadline-driven environment. Must be able to adapt to change.

Specific duties and responsibilities include the following but the individual will also be expected to perform all the duties necessary which are customarily performed by a person holding this position.

#### **Essential Duties and Responsibilities**

Specific duties and responsibilities include the following but the individual will also be expected to perform all the duties necessary which are customarily performed by a person holding this position. Other duties may be assigned.

- **Digital Strategy Development:** Create and implement comprehensive digital marketing strategies to achieve key objectives, including driving event registrations, boosting brand awareness, and optimizing digital presence.
- **Paid Search Campaigns:** Plan, execute, and manage Google Ads campaigns to maximize ROI and ensure alignment with marketing goals.
- **Website Management and SEO:** Oversee website updates, ensuring optimal functionality, user experience, and SEO performance to improve search rankings and visibility.
- **Analytics and Performance Optimization:** Track, analyze, and interpret performance metrics across all digital channels, providing actionable insights to refine strategies and enhance results.
- **Collaborative Campaign Execution:** Partner with other marketing team members to align campaigns with business objectives and integrate advanced analytics into paid social media efforts.
- **Budget Management:** Monitor and optimize budgets for digital campaigns, ensuring efficient resource allocation for maximum impact.
- **Data-driven insights:** Develop detailed performance reports, leveraging analytics to guide decision-making and identify areas for growth and improvement.
- **Email Marketing:** Manage and maintain Ecard requests forms and coordinate assignments with the Senior Digital Services Coordinator and Show Teams.

#### **Qualifications & Work Experience**

- **Education:** Bachelor's Degree in Marketing, Communications, or a related field, or equivalent years of practical relevant experience.

- **Experience in Digital Strategy:** Proven track record of creating and managing digital marketing strategies with a focus on paid search, website management, and analytics. *Preferred experience with tools such as Google Ads, Feathr, and other collaborative content platforms such as Canva.*
- **Paid Search Expertise:** Hands-on experience with Google Ads, including campaign setup, optimization, and performance tracking.
- **Website & SEO Skills:** Strong knowledge of website management tools, SEO best practices, and user experience optimization. Familiarity with WordPress or similar CMS platforms is a plus.
- **Analytics and Data Interpretation:** Proficient in using analytics tools to track performance metrics, generate insights, and guide data-driven decision-making.
- **Technical Proficiency:** Understanding of digital marketing platforms and tools, including email marketing systems, tracking systems, and reporting tools.
- **Team Collaboration:** Ability to support cross-functional teams, particularly in providing advanced analytics and optimization insights for paid social media efforts.
- **Project Management:** Capable of managing multiple projects simultaneously with excellent attention to detail, time management, and organizational skills.
- **Dynamic and Solution-Oriented:** Self-motivated, strategic thinker with a problem-solving mindset and a proactive approach to optimizing digital campaigns.

### **Physical Demands**

The physical demands listed here are representative of those that must be met by an employee to successfully perform the essential functions of his/her job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to sit, stand, walk, travel up and down stairs, crouch, stoop and reach.
- Ability to lift up to 25 lbs.
- Ability to work long hours on-site during shows.

### **Work Environment**

The work environment characteristics listed here are representative of those an employee encounters while performing the essential functions of the job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Basic office environment
- Trade show environment

The above statements are intended to describe the general nature and level of work being performed by an individual assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. Messe Frankfurt, Inc. reserves the right to modify this job description at any time.