



Digital Marketing Manager

Department: Leadership

FLSA Status: Hourly

Work Schedule: Remote Work

Job Status: Part time, 1099

Reports To: COO

Positions Supervised: Team Members

POSITION SUMMARY

The Digital Marketing Manager develops and executes inbound marketing campaigns, strategies, and tactics for GreenCup Digital clients. Considered the expert in digital marketing on the GreenCup Digital team, the Digital Marketing Manager works closely with our team of specialists to develop strategies to maximize a client's online presence and other marketing efforts. Additionally, they collaborate with the Project Management team with a focus on delivering high-quality work for clients, including monitoring project status, team member capacity concerns, and budgetary considerations.

ESSENTIAL FUNCTIONS

- Develop, create, and execute multi-channel marketing strategies for clients, including email marketing, SEO, SEM, social media, content marketing, and lead nurturing programs.
- Collaborate with other team members to recommend and ensure the alignment of marketing efforts with a client's overall business goals.
- Optimize our client's content for search engines (SEO) and lead generation, including optimizing websites, social media posts, email campaigns, and inbound marketing.
- Conduct market research to identify target audiences and develop buyer personas for clients.
- Conduct SEO Research and Audits, including keyword research, organic traffic analysis, competitor analysis, rank tracking, off-site SEO, and other overall working strategies.
- Use marketing automation tools to create and manage lead nurturing campaigns.
- Analyze data and metrics to track campaign effectiveness and make data-driven decisions.
- Work closely with Project Managers to assign projects and tasks to team members based on their skills, experience, and capacity.
- Communicate individual and team capacity levels and performance to Leadership team.
- Stay up-to-date with industry trends, best practices, and emerging technologies to ensure the effectiveness of marketing efforts.
- Exhibit GreenCup Digital's Mission, Core Values, and Culture.

POSITION QUALIFICATIONS

- Minimum 3 years experience in inbound digital marketing or related fields, required.
- Excellent understanding of digital marketing concepts and best practices including experience with social media, SEO, email automation software, HTML, WordPress, and Google Marketing Platforms (Analytics, Tag Manager, and Data Studio), required.
- Digital Marketing Certifications (Hubspot, AMA, Google Digital Marketing, etc) or relevant education, highly preferred.

- Digital Ad/Analytic Platform Certifications (Google Analytics, Google AdWords, Bing Ads), highly preferred
- Experience managing meetings, expectations, and other digital marketing (or related) professionals.
- Posses the ability to flourish with minimal guidance, be proactive, and handle uncertainty.
- Possess honesty, maturity, emotional control, and the ability to maintain confidentiality.
- Possess organization skills, self-motivation, and creativity alongside high levels of attention to detail.
- Can communicate with team members effectively and practice appropriate problem-solving techniques if needed.
- Must be able to work remotely and have access to reliable internet and computer equipment.

I agree to assume the above listed responsibilities. I meet the essential job requirements listed on the attached sheet, with or without accommodation. If accommodation is needed, it shall be agreed to in writing.

Applicant Signature: _____

Date: _____

HR and Management have reviewed this job description to ensure that essential functions have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by team leaders as deemed appropriate.