



Digital Marketing Specialist - Email and Social Media

Department: Marketing Specialists
FLSA Status: Hourly
Work Schedule: Remote Work

Job Status: Part time, 1099
Reports To: Leadership
Positions Supervised: None

POSITION SUMMARY

As the Social Media and Email Marketing Specialist at GreenCup Digital, you'll be the driving force behind crafting compelling inbound marketing campaigns and strategies tailored to our diverse array of clients. Serving as the resident expert in digital marketing, you'll collaborate closely with our team of specialists to execute strategies that amplify our clients' online presence and overall marketing endeavors.

ESSENTIAL FUNCTIONS

Social Media

- Craft and implement a comprehensive social media strategy across various platforms, amplifying clients' presence and fostering meaningful interactions.
- Manage clients' social media profiles and presence across platforms like Facebook, Instagram, Twitter, LinkedIn, and more, ensuring consistent engagement and growth.
- Develop detailed content calendars for each social media channel, producing creative, relevant, and compelling written content that aligns with client objectives.
- Stay abreast of the latest pop culture, social media, and digital marketing trends, leveraging insights to keep clients' brands at the forefront of industry conversations.

Email Marketing

- Develop compelling, on-brand content for promotional, automated, and transactional email campaigns that resonate with subscribers.
- Strategically plan and deploy email messages aligned with clients' goals and expectations to ensure maximum impact.
- Take charge of establishing and managing clients' email service providers, meticulously segmenting subscriber lists, and maintaining them for optimal engagement.
- Conduct rigorous A/B testing to fine-tune email strategies, enhancing productivity, deliverability, and overall customer engagement.
- Utilize robust tracking, measurement, and analysis techniques to provide insightful reports on return on investment (ROI) to clients.

Cross-Functional Collaboration:

- Work hand-in-hand with other GreenCup Digital team members to ideate and design client campaigns, fostering synergy and creativity.
- Design or provide design guidance for visual imagery and graphics for email and social media campaigns.

- Efficiently collaborate across multiple disciplines to manage projects effectively, meeting deadlines and exceeding expectations.
- Adapt and maintain a consistent client/brand voice across all creative platforms, ensuring seamless integration and alignment.
- Analyze campaign and channel data to evaluate effectiveness and uncover opportunities, delivering clear, strategic recommendations to improve ROI, engagement, and conversions.

POSITION QUALIFICATIONS

- Minimum 3 years of experience in inbound digital marketing or related fields, required.
- Familiarity with social media scheduling tools and proficiency in multi-channel marketing, including SEO, SEM/PPC, content marketing, and website design and development.
- In-depth knowledge of email service providers, email marketing best practices, CAN-SPAM compliance, and grammar best practices.
- Experience in participating in client meetings, managing expectations, and facilitating interdepartmental communication in a digital marketing or related environment.
- Possess a strong understanding of all relevant media platforms and demonstrate grammatical and proofreading excellence.
- Proficiency in design best practices, including typography, layout, photo editing, and compositing.
- Possess 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.
- Exhibit GreenCup Digital's Mission, Core Values, and Culture.

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.