



Position Description – Digital Marketing Specialist

Job Title: Digital Marketing Specialist
Industry: Consulting & Training for Nonprofits/Government Agencies
Function: Part-Time Freelancer (with Full-Time potential)
Job Location: Telecommute
Project Period: Ongoing
Work Schedule: 20-30 hours per week, flexible schedule
Rate: DOE

Organization Description

Tobi Johnson & Associates (TJA) is a small management-consulting firm helping nonprofit and government organizations and networks make the most of their volunteer engagement programs. We have been in business for eight years, and have established an international reputation as an innovative thought leader in the field of volunteerism.

In June 2015, we launched a new startup -- VolunteerPro, an online learning hub and membership-based community that delivers online HR and management training to leaders of volunteers. We are seeking a talented marketing and sales professional to help us with our growing business and who is as passionate as we are about changing the world for the better.

Overview

This position will take the lead on our digital marketing and sales strategy, building a multi-faceted approach that boosts and sustains revenue, customer growth, and ROI. If you are an inventive, results-driven entrepreneur, who enjoys the creative challenges and wide-open opportunities startups offer, this job is for you.

The Digital Marketing Specialist will design, implement, track, and optimize a multichannel content marketing strategy that includes website optimization, SEO/SEM, CRM e-mail campaigns, display advertising, and social media. They will also work with team to increase and optimize activity in our membership-based online community.

This work is ideal for those who want the flexibility of managing their own time with the stability of regular income. The candidate will work from their home office and participate in regular team meetings. They must be able to work independently and manage their workload to meet project deadlines and goals.

We would prefer a local, East Tennessee resident for occasional face-to-face meetings and strategy sessions, but will consider highly qualified candidates from elsewhere.

Responsibilities

- **Management**
 - Develop and manage marketing plan and editorial calendar to establish workable priorities and meet content production and distribution deadlines
 - Monitor and report on sales and marketing performance and ROI, tying channel performance to company financial targets
 - Evaluate emerging technologies and provide thought leadership and proposals for adoption, where appropriate
- **SEO/SEM**
 - Research, execute, and adjust keywords, AdWords display and remarketing ads, and backlinks to achieve SEO targets for both organic and display ad rankings
 - Research competitor SEO metrics (ranks, inbound links, content topics, formats, and distribution, social media exposure, on-page optimization, etc.) and adjust program to compete and win
 - Develop and manage a partner relationship program to build links among influencers and thought leaders in our industry
- **CRM/Email**
 - Design and write targeted drip email campaigns, broadcast promos, and e-newsletters that engage, inform, and motivate prospects through the sales funnel
 - Grow and maintain email contact lists and segmented groups to increase open rates and minimize unsubscribes and opt-outs
- **Web/Social Media**
 - Design, A/B test, and optimize landing pages and web forms to drive newsletter opt-ins, content downloads, etc.
 - Write, publish, and manage social media to promote brand, generate leads, and increase web traffic via Twitter, Facebook, LinkedIn, etc.
 - Collaborate with team to develop, write, proof, and distribute relevant, high-value user content optimized for search and social sharing
 - Assist in expansion of existing websites
- **Other**
 - Assist in management of online learner community to increase interaction and value for members
 - Assist with sales and customer relations, as needed
 - Assist with live webinar production, as needed
 - Other duties, as assigned

Experience

- A four-year college degree in a relevant field of study is preferred (you have paid your dues)
- At least two years work experience in communications and digital marketing (you have proven results to show for your work across a variety of platforms)
- Working knowledge of the following (you know your stuff)
 - CRM databases, web design platforms, social media scheduling tools, Google Analytics/AdWords, keyword search tools, graphic design/photo editing tools
 - HTML and CSS coding for email and website design
 - Landing page testing and tools

- Basic principles of usability and functionality for various types of digital media and user-friendly web technologies, user interfaces, and design hierarchy
- Microsoft Excel for data collection and analysis

Qualifications

- A strong, confident, and highly engaging writing voice (you work to continually hone your craft)
- Rock solid grammar and proofreading skills (you are picky, but not paralyzed)
- A keen eye for good design (you know what looks good and inspires action)
- Knowledge of effective online marketing strategies and tools (you understand why some content converts and others doesn't)
- Diverse experience building increasingly robust SEO/SEM outcomes over time (you don't look for the get-rich-quick silver bullet)
- Exceptional analytical skills (you geek out over A/B testing and data)
- Ability to manage workload effectively including planning, organizing, prioritizing, and meeting multiple project deadlines as part of a team (you are a highly accountable human being and doing)
- Ability to provide superior customer service to prospects and customers alike (you believe treating people right is the right thing to do)
- A passion for the greater good (you have contributed to a furthering a cause, charity, or mission as a volunteer, donor, vendor, or staffer)

To Apply

Email cover letter and resume to tobi@volpro.net. Applications will be reviewed as they are received, so don't delay. Only shortlisted candidates will be contacted. No phone calls please.

Closing date: Open until the best candidate is found.