



Frequent Communication, Transparent Pricing, ROI Focused
THE DIGITAL MARKETING (ANTI) AGENCY
YOU'VE BEEN LOOKING FOR

DIGITAL MARKETING MANAGER

RedShift is a top tier Digital Marketing Agency located in the heart of Pittsburgh, PA. We pride ourselves on clear communication, transparent pricing, ROI, and going above and beyond what you would expect from your typical Marketing & Advertising agency. As with most teams and families, there's something we all share at RedShift. In our case, it's coming from agencies or businesses where we thought, "there's gotta be a better way."

At RedShift, we've come together to form that "better way." Each of the differentiating factors you see about us— being data-driven, customer-centric, transparent, ego-free, and dedicated to results—these are qualities we didn't find at previous homes, but we've established here. **We're currently looking for an experienced, creative and energetic Digital Marketing Manager to join our growing firm.**

The Digital Marketing Manager position is a leader with a combination of business acumen, management experience, analytical excellence, collaborative skills and proven agency success. As the Digital Marketing Manager, you own all digital marketing deliverables for the agency and our clients. While overseeing and participating in the execution of all digital services (via outsourced, P/T or FTE's), you will balance frequently conflicting demands, yet remain focused on the goals of world-class marketing services, happy clients and agency profits. Digital marketing services include but are not limited to SEO, SEM, analytics, content strategy, paid social campaigns and lead generation conversion efforts.

You will model digital marketing and financial best practices, cultivate strong client and employee relationships, lead long-range planning for digital service offerings, and help guide agency profitability and our daily pursuit of digital marketing excellence. The ideal candidate will have a successful track record of developing and executing marketing strategies for B2B & B2C clients.

ABOUT THE POSITION:

The Digital Marketing Manager will oversee the agency's digital marketing service team and will contribute to the strategic and tactical implementation of client marketing strategies. Digital marketing performance and thought leadership is core to our company's success and you will play a crucial role in planning and achieving our business goals and objectives.

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DIGITAL MARKETING MANAGER

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REQUIREMENTS:

- 5+ years digital marketing experience including direct experience with PPC, SEO, content marketing, social media marketing (including paid social) advertising, and email campaign strategy and execution
- 5+ years experience with and expert knowledge of Google Analytics, Google AdWords, Google Marketing Platform and G Suite
- 5+ years team management experience
- 5+ years experience in customer service
- Advanced understanding of UI/UX, including but not limited to best practices, tools, conversion rate optimization, A/B and multivariate testing, etc.
- Experience in full accountability for work performed and achieving objectives as set out in the client Game Plan
- Advanced knowledge of online marketing tools and technology
- Advanced analytical skills and business acumen are a must, along with the ability to be detail- and deadline-oriented while overseeing multiple projects
- Advanced knowledge of Integrating and analyzing data from all forms of online media including paid search, organic search, display, email, social media, etc. to make decisions, optimize accounts and accomplish clients' high-level goals
- Practical Knowledge of HTML Coding & WordPress
- Excellent understanding and knowledge of social media platforms
- Exceptional work ethic and the willingness to go above and beyond to get the job done while maintaining a supportive, empowering and positive attitude
- Ownership and pride in your performance and its impact on the company's success
- Commitment to taking initiative to innovate, deliver insights and solve problems without direct supervision and/or direction
- Excellent time-management, written and verbal communication skills
- Critical thinker and problem-solving skills
- Proven team player
- BA/BS degree or equivalent

DUTIES AND RESPONSIBILITIES:

- Complete understanding of Digital Marketing Essentialism (our proprietary internal marketing philosophy) and tactics required to implement
- Oversight and execution of all digital marketing (including but not limited to SEO, SEM, Analytics, Content Strategy, Paid Social Campaigns and Lead Generation Conversion efforts)
- Shared ownership of client marketing strategy and client specific digital marketing campaigns that will assist in meeting business objectives
- Oversee the execution of these strategies and tactics and ensure quality deliverables for all client projects within required timeline
- Manage a team of digital marketing specialists, responsible for the profitability of services provided and overall agency profitability
- Maintain extreme knowledge of digital marketing best practices and implement tactics and strategies that keep us at the forefront of executing client planning and campaigns
- Analyze client data regularly and communicate insights and concerns monthly to ensure results are tracked and adjustments are made to achieve goals and deliver results for agency clients
- Deliver all executables within given budgets and timelines without fail
- Communicate with internal and external stakeholders on monthly, quarterly and annual performance vs objectives and adjust as necessary to hit objectives
- Coordinate optimization testing to be working toward constant improvement of KPI's and client business objectives
- Identify and present opportunities for improvement in client campaigns, internal processes and agency digital marketing best practices
- Dependably demonstrate a relentless obsession with values alignment, communication, accountability, and service.

CONTACT US: If you're ready to start your career with RedShift, are eager to take on the duties and responsibilities outlined, and meet the requirements for our Digital Marketing Manager position, then we're eager to learn more about you, and to tell you more about us.

Send your resume, cover letter, and salary requirements, to:

Abby Mundell | Vice President | RedShift
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