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# Example of Digital Marketing Specialist Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of digital marketing specialist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for digital marketing specialist

* Monitor SEO performance and coordinate reporting and analysis of keyword ranking, site traffic, and conversion rates
* Revise and edit digital copy created by other stakeholders
* Support Senior Web Marketing staff to update and optimize the corporate sites
* Coordinate and manage web related activities to support launches, campaigns and integrated marketing programs
* Ensure that content is accurate, free of spelling or grammatical errors, and conforms to Brand Style Guide
* Coordinates editorial calendar (home page updates, awards, events, ) with key stakeholders
* Assist in execution of website content projects and enhancements
* Manage web content governance program
* Help execute A/B testing plans to optimize engagement and conversion
* Run standard and ad-hoc web metrics reports and perform first level analysis on key trends and anomalies

## Qualifications for digital marketing specialist

* Deep knowledge of social media networks, the blogosphere, and social analytics required
* Photography and/or Videography skills
* Comfortable giving presentations to diverse audiences
* Bachelor’s degree in Journalism, Marketing, Multimedia, Communications or a related field
* Knowledge of video production and editing – or ability to learn quickly
* Proven passion and demonstrated ability for using social media tools including Facebook, Twitter, YouTube, Instagram, etc