Our company is looking to fill the role of digital marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for digital marketing

- Optimize on-site content for maximum visibility and ranking in major search engines including HTML, site structure, page layout and navigation considerations
- Work closely with communications and industry teams to integrate our digital and social media strategies
- Direct promotions and marketing campaigns to drive conversion and revenue
- Plan, execute, and optimize assigned marketing initiatives or strategies
- Manage shifting short term objectives while working on long-term projects
- Monitor ROI goals on all marketing initiatives and adapt accordingly
- Work closely with engineers and PMs to drive A/B testing, improvements to app and experience
- Content Marketing.Develop and execute digital marketing/sales and content distribution strategies artists and management clients
- Effectively manage the media agency and other third party agencies/relationships to drive optimal performance and cost effectiveness
- Deliver a world class customer experience for subscription prospects, educating, informing and converting them to the right subscription products at the optimum price

Qualifications for digital marketing

- Fundamental knowledge and experience with web analytical tools and

- Extensive experience in digital marketing tools including Email Service Providers, Search Engine Marketing Platforms such as Kenshoo and Marin, Web Analytics such as Adobe Analytics and Google Analytics
- Experience with SEO/online optimization
- Experience in Drupal, Engaging Networks, wordpress, Google Analytics and Adwords, Hootsuite
- Proficiency with html coding
- An understanding of Google Analytics, Google AdWords and Woopra