Digital Marketing Specialist

The Florida SBDC Network, the state’s principal provider and thought leader for small business, is seeking a full-time Digital Marketing Specialist. As a key member of the Headquarters’ marketing team, the Digital Marketing Specialist will help tactically drive the digital marketing efforts for the Florida SBDC Network by managing the network’s social media platforms and digital marketing. This position is responsible for marketing analytics, search engine optimization (SEO), social media, email marketing, website marketing, and other digital efforts. This team member will report to the Assistant Director of Marketing and will support the Headquarters’ marketing team as a subject matter expert in digital strategies, both implementing and optimizing various digital campaigns to increase visibility, brand awareness, engagement, lead generation, and customer conversion.

Essential Duties and Responsibilities:

● Collaborate with marketing team members to develop, implement, and manage a comprehensive digital marketing strategy to increase visibility, brand awareness, and engagement across all digital channels, including social media, search engines, websites, emails, mobile apps, video sharing sites, etc.

● Plan, develop, and execute robust digital programs and campaigns, including online advertising, social media, website marketing, mobile, etc.

● Write unique, creative, and engaging social media, email, and website copy.

● Craft engaging and easy-to-use landing pages as part of our marketing campaigns.

● Create timely content, graphics, motion graphics, videos, etc. in support of service offerings, programming, and initiatives that engage, educate, and inform aspiring and existing small businesses, policymakers, and partners.

● Maintain analytics, metrics, and campaign reporting on all digital marketing platforms.

● Stay apprised of new developments in digital marketing, best practices, and the greater digital landscape to identify potential challenges and opportunities in the short- and long-term, e.g. Google updates and changes in algorithms.

● Additional duties as required.

Preferred Knowledge, Skills, and Qualifications:

● Bachelor’s degree in digital/online marketing or related area of study; Master’s degree preferred

● Extensive experience with social media marketing – particularly Facebook, Twitter, LinkedIn, Instagram, and YouTube

● Proficient with Adobe Creative Suite, particularly Illustrator, Photoshop, InDesign, After Effects, and Premiere Pro

● Experience with marketing or email automation applications such as Constant Contact
● Experience with WordPress and an understanding of HTML and CSS
● Proven experience in digital marketing, including search engine optimization and analytics, website strategy, graphic design, and content creation
● Proven experience delivering and managing effective and innovative digital marketing and social media campaigns
● Proven experience delivering a variety of digital assets, including online ads, websites, landing pages, social media applications, motion graphics, etc.
● Solid understanding of web metrics, digital analytics, with the ability to generate, analyze, and interpret data
● Strong oral and written communication skills
● Strong interpersonal skills and the ability to manage multiple projects simultaneously
● Willingness to take initiative and work independently
● Ability to work in a team-based, collaborative setting
● Excellent communication and research skills are essential to the success of this position
● Ability to work efficiently and professionally in a fast-paced, deadline-driven environment

Location:
Florida SBDC Network Headquarters (Downtown)
UWF Division of Research and Strategic Innovation
220 West Garden Street, Suite 301
Pensacola, Florida 32502

Duration & Hours:
The Florida SBDC Network is seeking one OPS Digital Marketing Specialist. This position will be 40 hours per week and is a time limited position that ends September 30, 2021.

How to Apply:
If you would like to be considered, please submit your resume, cover letter, and portfolio to Kelly McLeod, Assistant Director of Marketing at Kelly.McLeod@FloridaSBDC.org.