



Job Title: Digital Marketing Specialist

Location: 110 3rd Ave S. Onalaska, WI 54650

Pay Range:

\$30,000-\$35,000 (dependent on skill level)

Job Description:

PLEASE NOTE: This is a full or part-time position (dependent on skill level) and is not a remote position. Elevate Media Group seeks a candidate with specializations in one or more fields of digital media.

Roles and Responsibilities:

- Develop and implement digital marketing strategies: The specialist will be responsible for developing and executing digital marketing strategies, including creating campaigns and tactics that align with the client's objectives.
- Conduct market research: The specialist will conduct research to gain insights into the target audience, competitors, and industry trends. They will use this data to inform their marketing strategies and tactics.
- Create and manage digital content: The specialist will be responsible for creating and managing digital content such as social media posts, blog articles, videos, and email marketing campaigns and lists. They will work with designers, writers, and other team members to create engaging and effective content.
- Manage social media accounts: The specialist will be responsible for managing social media accounts, including creating and scheduling posts, responding to messages and comments, and analyzing engagement metrics.
- Analyze and report on marketing campaigns: The specialist will analyze marketing campaign data to measure success and identify areas for improvement. They will create reports to share with clients and provide recommendations based on their analysis.
- Stay up-to-date with industry trends: The specialist will stay current on digital marketing trends and emerging technologies such as AI to ensure that they are using the latest tools and strategies.

- Expand business opportunities: The specialist will identify and explore non-traditional digital ventures, such as print on demand and affiliate marketing, to expand our clients' business opportunities.

Requirements:

- Resume
- Portfolio Link

Skills and other requirements:

- Demonstrable skills with a strong portfolio
- Incorporate feedback, give/take direction/constructive criticism well via clients or members of the Executive Team
- Comfortable juggling multiple projects and priorities.
- Resilience to perform under pressure and deliver high-quality work under tight deadlines.
- Team player with strong written and verbal communication and presentation skills to explain and support your thinking, both internally and externally.
- Relevant education or training

Plus but not required:

- Able to use some or all the applications in the Adobe CC Suite
- Web Design (Wordpress, Wix, Squarespace)
- Able to use Canva

Benefits:

- Paid Time Off (Full-Time Only)

Special instructions:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.



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Ways candidates can apply

- <https://www.elevatenginc.com/careers>
- LinkedIn, Indeed, or via Email
- Only applications submitted online will be accepted. Please email slondre@elevatenginc.com if you have any questions.

If you're passionate about digital marketing and have the skills and experience we're looking for, we encourage you to apply to join our team at Elevate Media Group. We offer a competitive salary, health benefits, and a dynamic work environment where you'll have the opportunity to work with talented professionals who are dedicated to creating exceptional digital marketing solutions.