



THE MITCHELLS

Digital Marketing Strategist/Analyst Job Description

THE MITCHELLS agency has a great opportunity for a smart, hard-working, dynamic, creative and organized individual as a Digital Marketing Strategist/Analyst at our fast-growing firm. Ideal candidates will have the drive to develop and lead digital marketing campaigns. Our clients will need your counsel in the areas of digital strategy including SEO/SEM, email and display advertising campaigns.

Excellent strategic thinking and the ability to multitask are ideal characteristics. This is a leadership role with significant autonomy and growth potential.

The Digital Marketing Strategist/Analyst will develop, implement and track digital marketing campaigns across all digital channels.

This position reports to the Director of Technology.

Essential Duties and Responsibilities:

- Document and scope out agency's digital products and services and innovate new products and services
- Work with Director of Technology and Director of Media to help execute agency's Digital Strategy while supporting overall business plan.
- Develop digital strategies which will integrate with other media channels to deliver measurable results for clients
- Plan and execute all web, SEO/SEM, marketing database, email and display advertising campaigns
- Identify trends and insights, and optimize spend and performance based on the insights
- Help strategize, design and support New Business efforts
- Measure and report performance of all digital marketing campaigns and assess against goals
- Brainstorm new and creative growth strategies
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate
- Integrate social media strategy across all current social platforms (Facebook, Instagram, Twitter, LinkedIn)
- Conceive, create and execute innovative online media and marketing programs
- Identify and develop integrated partnership / sponsorship strategies to meet brand goals

Required Qualifications

- BS/MS degree in marketing or a related field
- 3-5 years of experience in digital marketing
- Strong advertising agency experience with a "Big Picture" mentality



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- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Solid knowledge of website analytics and media tracking tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Excellent written and verbal communication skills
- Creative / editorial copywriting experience a plus
- Forward-thinking and highly collaborative
- Experience managing digital production including agency production team resources
- Digital media buying and implementation experience
- Ability to succeed in fast-paced environment with many cross functional partners