

## Digital/ Information Technology Marketer

Payment: Commission-Based

Service type: Technology

Location: Greater Hartford

### **Job Purpose:**

The Digital/Information Technology Marketer position is devoted to developing marketing campaigns to promote product, services, and raising awareness of the benefit of the organization. It includes planning, advertising, public relations, event organization, product development, distribution, sponsorship and research. The work is often challenging and fast-paced.

### **Principal Duties:**

- Plan and execute all web & marketing database, email, social media and display advertising campaigns
  - Communicating with target audiences and managing customer relationships;
  - Sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organization and the campaign;
  - Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters and DVDs; organizing photo shoots;
  - Writing and proofreading copy; working with designers and printers;
  - Organizing and attending events such as conferences, seminars, receptions and exhibitions;
  - Sourcing and securing sponsorship;
  - Contributing to, and developing, marketing plans and strategies;
  - Managing budgets;
  - Evaluating marketing campaigns;
  - Monitoring competitor activity;
  - Design, build and maintain our social media presence
  - Measure and report performance of all digital marketing campaigns, and assess against goals (return on investments)
  - Identify trends and insights, and optimize spend and performance based on the insights
  - Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
  - Performs other duties as assigned.

## **MINIMUM QUALIFICATIONS**

### **Experience and Education:**

- Marketing, communications, business/management, advertising, psychology, T/computer science.
- Education includes at least a high school diploma with previous experience, a two- or four-year college degree, and/or technical certifications.
- Good analytical skills and be aware of digital media techniques needed to be successful in the position
- Proven working experience in digital marketing
- Demonstrable experience leading and managing 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 tools (e.g., Google Analytics, etc)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Working knowledge of word press, HTML, etc

**License or Certificate:**

Certifications are desirable.

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