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Job Title:	Digital Marketing Analyst
Department:	Marketing
Reports to:	Director of Strategic Marketing
Position Type:	Full-time
Level:	Mid-career
Location:	Greensboro, NC

Position Overview

This position will be responsible for the development and direction of a broad range of digital marketing initiatives across multiple client accounts using your knowledge of PPC, SEO and analytics. This position requires a strategic thinker who uncovers relevant digital insights and provides direction within our interactive marketing department team in an effort to achieve stated marketing objectives. The right person is both strategically data savvy who can succinctly interpret and communicate key analysis and recommendations.

Skills & Knowledge

This position requires knowledge in the following areas:

- Search engine optimization (SEO) techniques and strategies
- Pay per click, paid search display and remarketing campaign strategies
- Social media marketing strategies including LinkedIn, Facebook, Twitter and blogging
- Industry standard tools and software specific to search, analytics reporting, email and social media
- Website optimization and conversion analysis
- A/B testing and multi-variant testing strategies and techniques
- Ability to work effectively at a strategic and operational level
- Proactive and deliberate approach to identifying problems and opportunities without being prompted
- Ability to communicate clearly, concisely, and with as few buzz words as possible
- Desire to pursue data with intensity, and aim to add as much clarity as possible
- Strong communication skills at all levels of an organization
- Excellent analytical and organizational skills, writing and proofing skills and high attention to detail

Industry Experience

This position requires experience the following:

- 5 or more years' experience in digital search marketing (display, SEO, PPC, remarketing)
- 3 or more years' experience in analytics, keyword development and reporting
- 2 or more years' experience in a digital agency managing search marketing accounts
- Experience in strategic marketing of B2B and B2C web sites including ecommerce sites
- Experience working in a traditional marketing agency a strong plus

Education & Certifications

This position requires education / certifications the following:

- 4-year degree preferably in marketing
- Current Google AdWords and Google Analytics certifications (highly desired, but not required)