



Digital Marketing Manager

Office Location: East Liberty neighborhood, Pittsburgh, PA

Employment type: Full-time

Exempt versus non-exempt: Exempt

Shift Collaborative is looking for a digital marketing manager to join our team in delivering strategic, compelling, and results-driven digital solutions for our clients.

At Shift Collaborative, a digital marketing manager is responsible for the research, strategy, implementation, and management of a range of online and offline communication tactics for targeting client audience segments, to generate leads or to drive engagement based on client goals.

Ours is a team environment, and you'll be working with other designers, writers, digital specialists, and strategists. We're excited by creativity and guided by research, but most of all we are drawn by curiosity to find new and smart solutions to communications problems.

Our workdays are fast-paced, with a wide-ranging mix of tasks, deadlines, and activities. If you're eager to work in a supportive, engaged team, we are eager to meet you.

Job Duties

- Translate key client objectives and strategies into innovative digital solutions that deliver compelling messaging to the targeted audience
- Develop and manage paid search and display ad campaigns in search engines, web placements, and social media platforms
- Develop strategic and long-term relationships with clients and platform partners
- Stay informed about and execute social media strategies
- Analyze activities on the accounts you manage weekly
- Prepare monthly reports of activities and narrative analysis to present to clients
- Create content and aid in the planning of new content (copywriting, content marketing, social media, email content, etc.)
- Perform copy editing and proofreading to ensure error-free digital campaigns
- Work with designers in creating display ads, social media posts, and landing pages

- Lead search engine optimization efforts on client accounts including initial SEO/keyword research, SEO auditing, monthly SEO implementation, and bringing new ideas for improving search visibility on client accounts
- Manage selected digital accounts serving as the primary point of contact responsible for understanding and reaching client goals
- Provide guidance, training, and mentorship to communications assistant and digital marketing fellows (interns that we hire occasionally throughout the year)

Knowledge, Skills, Abilities

- Bachelor's Degree in marketing or related field, or equivalent professional experience
- 3+ years search engine marketing experience required
- Experience with Google Analytics or other digital marketing analytics providers required
- Google Ads certification required; Bing Ads certification a plus
- Client services experience preferred
- Managerial experience preferred
- Ability to develop and maintain collaborative relationships with peers and colleagues and with clients; must be comfortable working with remote clients
- Proficiency in managing large amounts of data, and interpreting and extracting meaningful insight from data
- Excellent written and oral communication skills
- Excellent analytical and presentation skills
- Demonstrated ability with HTML, CSS, Javascript and adaptive/responsive email best practices
- Strong understanding of Google apps, particularly Google Docs, Google Sheets, and Google Slides
- Ability to manage multiple projects and deadlines in a fast-paced environment
- Creativity and resourcefulness with an entrepreneurial attitude and ability to think outside the box, organized and detail-oriented
- Interest in learning opportunities outside of assigned tasks, projects, and day-to-day responsibilities
- Reliable time management skills
- Ability to work independently and in concert with team members

Other Important Bits:

- The office is open during normal business hours, but from time to time, client meetings may be scheduled in evenings and on the weekends
- Paid holidays and paid time off
- Healthcare savings account (optional benefit)
- Monthly expense stipend
- Commission opportunities and profit-sharing

- Work from home Tuesdays
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How to Apply

In your cover letter, show us who you are as a potential team member. Tell us how you see yourself, the work, and this opportunity. Great writing is important to us, so use the opportunity to be creative and clear. Please tell us:

- Why you want to work in digital communications
- Why you want to work at Shift and not somewhere else
- A time you needed to learn something new to get work done, and how you approached it

Then answer the following questions. A concise answer is going to be better than a long one here; four or five sentences will be fine.

- What questions would you ask a client who wants to use social media to get the word out about a new product they are launching?
- Share an example of a time when you needed to answer a question using data analysis. How did you approach it?
- Tell us about a paid digital campaign you worked on, and how you made it successful.

We will acknowledge your application when we receive it, and respond to qualified applicants with next steps.

DISCLAIMER

The above job description is not an exhaustive list of all duties and responsibilities of the position and in no way is to be construed as a contract. As with all positions, employment is “at will” or voluntary on both the part of the organization and the team member. Employment is not for a set period of time and may be discontinued by either party for any reason with or without notice.

Shift Collaborative is an Equal Opportunity Employer.