

Digital Marketing Specialist Position Description



Position Summary

Title	Digital Marketing Specialist
Reporting Structure	<ul style="list-style-type: none">▪ Reports to the Marketing Manager▪ Works collaboratively with JetCo Federal, JetCo Solutions, Patriot Solutions, and Smart Chain Logistics teams
Employment	Non-exempt, Permanent, Full-time
Work Location	Grand Rapids

Strong candidates will offer a demonstrated experience and understanding of B2B marketing, social media, email marketing, and website best practices. The Digital Marketing Specialist will work with the Marketing Manager to plan and execute marketing initiatives for four partner companies all housed in the same office space: JetCo Solutions, JetCo Federal, Patriot Solutions, and Smart Chain Logistics.

Mandatory Qualifications

- Bachelor's Degree in a public policy, marketing, communications, writing, or related field, or comparative experience
- At least 1 year of experience working in a marketing capacity
- Outstanding writing and communication skills
- Ability to manage multiple projects simultaneously
- Proven capability to identify audiences and develop custom content for each audience
- Demonstrated experience creating and modifying content on WordPress websites
- Demonstrated experience with social media and email marketing platforms
- Demonstrated experience with Google Ads and Google Display advertising, or paid marketing in some capacity
- Working knowledge of Google Analytics
- Working knowledge of search engine optimization
- Proficiency in Microsoft Word, Microsoft Excel
- Strong customer service mindset
- Ability to work well either alone or as part of a team
- Ability to communicate effectively and professionally
- Ability to operate standard office equipment and technology
- Ability to follow oral and written instructions

Preferred Qualifications

- Working knowledge or proficiency in Salesforce
- Working knowledge of Adobe Photoshop, Illustrator, InDesign, and Premiere

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Responsibilities

The Digital Marketing Specialist is a shared resource for four companies with common ownership. Functions listed below are separated by company and listed in order of importance.

All Companies – Support Marketing Plans

*KPIs Marketing plan input is provided
Digital aspects of marketing plan are executed*

- Provide input to Marketing Manager on marketing plan strategies
- Work with Marketing Manager to build a content calendar which incorporates opportunities for brand awareness
- Execute digital aspects of marketing plan as needed
- Liaise with external vendors for assistance with marketing efforts as needed

All Companies – Website Maintenance

*KPIs Websites are impressive, current, accurate, and compliant
Inquiries are responded to in a timely manner*

- Maintain WordPress websites, upload current statistics and events
- Support lead generation through website optimization
- Perform website compliance checks to assess ADA, privacy policy, and external logo compliance
- Receive and answer inquiries from the website contact forms

JetCo Federal & JetCo Solutions – Manage Email Marketing

*KPIs Mailchimp lists are current and accurate
Email marketing campaigns are effective*

- Execute monthly newsletters for JetCo Solutions
- Build and implement JetCo Federal email marketing campaigns
- Optimize strategies for increasing subscribers on mailing lists
- Execute email marketing campaigns to promote JetCo Solutions' training events

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JetCo Federal & JetCo Solutions – Blog Post Writing and Coordination

KPIs Blog posts are error-free and are published on a consistent basis
Team blog post expectations are clearly communicated

- Write, edit, and publish blog posts to websites; coordinate team blog posts
- Coordinate, edit, and publish client case studies for JetCo Solutions
- Provide blog post suggestions and guidance to team members as needed

JetCo Federal & JetCo Solutions – Social Media Scheduling and Monitoring

KPIs Company social media accounts are utilized and monitored on a consistent basis
Social media copy is refined based on audience

- Schedule and monitor social media posts using Sprout Social
- Create custom graphics using Photoshop
- Respond to customer inquiries
- Tailor post copy to target audiences
- Engage with clients, membership organizations, and other key audiences

JetCo Federal & JetCo Solutions – Analytics and Search Engine Optimization

KPIs Analytics are evaluated and reported to leadership
Search engine optimization is utilized to help drive website traffic

- Evaluate website usage through Google Analytics and make recommendations to leadership as needed
- Evaluate social media engagement through Sprout Social analytics and make recommendations to leadership as needed
- Utilize keyword research and Google Search Console to optimize website and blog posts, boosting search engine ranking; make recommendations to leadership as needed

JetCo Federal – Execute Paid Search and Display Campaigns

KPIs Paid campaigns demonstrate positive engagement and/or conversion impact

- Plan and implement awareness and lead generation campaigns across multiple channels, including search, display networks, and digital trade media properties
- Manage campaigns on an ongoing basis and provide monthly performance reporting
- Identify opportunities to improve efficiency and effectiveness of campaigns