



Digital Marketing Specialist – Dallas

Bolt Public Relations, an award-winning public relations, events and digital marketing agency with offices in Boston, Dallas, Irvine and Raleigh, is seeking an enthusiastic digital marketing specialist to join our Dallas team! This is an opportunity for a highly organized and results-driven professional to grow in a fast-paced environment. We are seeking someone who will roll up his or her sleeves and do what it takes to deliver great results for the agency and our clients. Bolt clients span a wide variety of industries, including technology, education, nonprofit, health and fitness, beauty, and restaurant and hospitality. For more information, visit www.BoltPR.com and follow us on Twitter at www.twitter.com/BoltPR and Facebook at www.facebook.com/BoltPR.

Responsibilities

- Act as a creative and analytical mind on the social/digital media team
- Plan social marketing campaigns (project and annual) from concept to execution
- Propose creative campaigns and ideas that align with client brands and drive conversions to reach business goals
- Create and post diverse shareable social content in brand voice for various clients
- Monitor social channels and engage in and observe online conversations
- Conduct highly effective PPC campaigns, including Facebook ads, Google AdWords, LinkedIn ads, etc.
- Oversee and manage email marketing initiatives for clients
- Drive/manage online listings, reviews and other reputation initiatives
- Conduct blogger and social influencer outreach campaigns
- Stay on top of all digital trends, evolving platforms, best practices and new tools
- Regularly interface with clients
- Define campaign benchmarks and KPIs
- Regularly analyze data, reports, website analytics, etc. to track progress and make further recommendations across all digital platforms
- Develop reports and analytics to measure and report to clients on campaign success

Requirements

- A minimum of three years of professional digital marketing experience in an agency environment
- Passionate and active social media user, both personally and professionally
- Bachelor's in marketing, advertising, communications or a related professional degree
- Superior social media knowledge, including posting strategies, trending hashtags, platform capabilities and social landscape
- Experience effectively managing multiple accounts and multitasking in a fast-paced environment
- High proficiency with Facebook, Instagram, Snapchat, Twitter, Pinterest, LinkedIn, MailChimp, Google Analytics and AdWords, as well as tools such as Microsoft Office, Canva, Sprout Social and Social Studio
- Proven expertise strategizing, executing, managing and reporting on PPC campaigns
- Proven expertise building and managing successful email marketing campaigns
- Superb communication, writing/grammar, organization and attention to detail
- Team player, a positive attitude and a willingness to do whatever it takes to achieve great results!



Compensation:

Bolt PR offers a competitive salary commensurate with experience, as well as a comprehensive benefits package including paid vacation time, medical insurance and a 401K plan.

To Apply:

To be considered, please send your cover letter and resume to careerTX@boltpr.com.

We look forward to hearing from you!