



Digital Marketing Manager

Job Description

Bolt PR, a national, award-winning public relations and digital marketing agency is seeking a highly skilled, organized and results-driven proven Digital Marketing Manager. Clients are B2B and B2C in a range of industries including: technology, healthcare, professional services, education, consumer goods and hospitality.

The Digital Marketing Manager will serve as a thought leader, overseeing a team and driving recommendations and results for clients across the digital marketing spectrum with a heavy focus on social media, PPC, content strategy, website performance and strategic enhancements. The position requires in-depth knowledge and recent experience focused on digital marketing. It is a management role that will both coach others and personally execute when needed.

We're looking for someone growth-minded, entrepreneurial and driven to take leadership and ownership to get the job done well.

Responsibilities:

- Oversee the health of key accounts, including strategy, client communications, execution of work and delivery of results
- Champion strong client relationships, serving as a thought leader and consultant on best practices, performance and strategic next steps
- Identify and drive effective strategy across:
 - Organic social media
 - Paid search and social
 - Website
 - SEO
 - Email marketing
 - Additional as needed
- Define campaign timelines, benchmarks and KPIs, and analyze data on an ongoing basis to ensure goals are met and to make further recommendations
- Propose creative concepts and ideas that align with clients' brands and drive conversions to reach business goals
- Identify areas of opportunity through keyword analysis, data analytics and other resources to continue innovating and improving client outcomes
- Oversee and develop diverse and shareable content in brand voice for various clients
- Drive social media efforts including content planning, copy writing, creative, community management/engagement and aggressive paid and organic growth tactics
- Lead, coach, motivate and encourage team members, driving retention and team growth



- Proactively seek out digital trends, evolving platforms, best practices and new tools, making recommendations on new technologies, tools and vendors for the agency to further the effectiveness and productivity of the team
- Conceptualize ways to enhance reporting
- Leverage a variety of tools, Google Analytics and other platforms to obtain and report on actionable insights, and tailor according to clients' businesses and goals

Requirements:

- Bachelor's in marketing, advertising, public relations, communications, business administration or a related professional degree
- 7-12 years of professional experience hyper focused on digital marketing, and particularly social media, with both management/oversight AND (recent) hands-on execution required
- At least 2 years in a marketing agency client-communication leadership role required
- Proven expertise and track record personally driving results with specific data and recent work product to showcase experience
- Exceptional client relations and customer service skills
- Exceptional team management skills
- Ability to multitask and work in a very fast-paced, deadline-driven environment with a strong attention to detail
- High proficiency using software and tools, including Google Analytics, Microsoft Office, Canva, and social scheduling, reporting and listening tools, such as Hootsuite, Sprout Social and similar

Company Details:

- This is a remote position
- Bolt PR is pleased to offer a number of benefits and perks, including:
 - Company-paid employee medical insurance
 - Dental insurance
 - Vision insurance
 - Matching 401K
 - Unlimited PTO
 - Dedicated professional development programming, and other perks, such as Bolt Exceeds (rewards program) and Bolt Back (philanthropic initiatives)

To Apply:

- Please submit resume to careers@boltpr.com. Thank you!