

## Job Description

Job Title: **Digital & Social Marketing Specialist**

Reports to: Marketing Project Manager

**Job Purpose:** This role is responsible for leading and managing the digital presence for our clients, ensuring measurable success across platforms including paid advertising, email and social media strategy. Responsible for defining, setting up, tracking, monitoring and reporting on digital advertising and email campaigns, while developing social media strategies that help clients maximize engagement and reach. You'll serve as the go-to expert for best practices and planning, helping clients execute effective digital marketing campaigns.

### Job Responsibilities:

#### 1. Digital Advertising & Analytics (50%)

- Plan, implement, and optimize digital ad campaigns including display and PPC across platforms including Google, Meta (Facebook/Instagram), LinkedIn and others
- Track, analyze, and report on key performance metrics, providing insights and recommendations
- Manage ad budgets effectively to maximize ROI
- Stay ahead of digital trends, platform updates and algorithm changes

#### 2. Social Media Strategy & Planning (20%)

- Develop and recommend social media strategies tailored to each client's goals and audience
- Create and maintain content calendars and posting schedules for TIS and client implementation
- Provide guidance on content best practices, engagement strategies and platform-specific tactics
- Conduct competitive analysis and monitor trends to refine strategies
- Conduct keyword research

#### 3. Email Strategy & Implementation (15%)

- Develop and execute TIS and client email marketing campaigns, including automated workflows
- Utilize email automation tools (Mailchimp primary) to streamline marketing efforts
- Build, test and schedule email campaigns in Mailchimp platform
- Segment and personalize email campaigns to enhance engagement and conversion rates
- Monitor and reporting of email analytics (open rates, click-through rates, conversions, etc.) and optimize for better performance

#### 4. SEO & Website Optimization (10%)

- Manage and optimize Yoast SEO settings for TIS and client websites to ensure best practices
- Conduct keyword research, meta descriptions and on-page SEO optimizations
- Ensure proper content structuring, internal linking and readability for search performance
- Track and analyze SEO performance, adjusting strategies as needed to improve rankings

## 5. Digital Asset Management Platform (DAM) (5%)

- Oversee and maintain the digital asset management (DAM) platform, ensuring proper organization, tagging, maintenance, uploading and structure
- Establish and enforce best practices for storing, retrieving and updating digital assets
- Ensure easy access to necessary brand assets, images and media files for participating clients

## 6. Team Culture: Hungry, Humble, Smart

- Team Culture is important to us at TIS and we follow Patrick Lencioni's *Ideal Team Player* philosophy in which a truly ideal team player possesses all three qualities..
  - ⚙️ **Hungry** – strong work ethic, self-motivated, always seek to do more and improve; don't need to be pushed to contribute; naturally go above and beyond
  - ⚙️ **Humble** – prioritizes team over self, acknowledges the contributions of others, open to feedback; doesn't let ego get in the way of collaboration
  - ⚙️ **Smart** – refers to emotional intelligence and interpersonal skills; understands how to work well with others, communicates effectively, navigates team dynamics
- Collaborates with TIS partners, employees, consultants and vendors to ensure the highest level of creativity and integrity for TIS clients

## Qualifications

- 3+ years of experience in digital marketing, social media strategy and digital advertising
- Proficiency with Google Ads, Meta Ads Manager, LinkedIn Ads and other digital ad platforms
- Strong understanding of SEO, analytics tools (Google Analytics, Meta Insights), and performance tracking
- Experience using social media management tools (Hootsuite, Sprout Social, Buffer, etc.)
- Ability to interpret data and adjust strategies for better performance
- Excellent communication skills with the ability to present reports and strategies to clients
- Strong organizational skills and attention to detail for planning and scheduling content
- Preference given to candidates with expertise in hospitality, management, restaurants and tourism fields

## What we Offer

- Competitive salary based on experience, agency size and firm location
- Generous Benefits program, paying 80% of medical, dental and vision coverage
- Bonus program based on agency profitability
- Flexible work environment (hybrid 80% remote; 20% in office)
- Opportunities to lead process innovations and impact agency efficiency
- A fun, creative, and collaborative team atmosphere