

**Foundation Management & Pro-Productions, Inc.**  
Job Description

**Position Title:** Digital Marketing Coordinator

**Reports to:** Vice President

**Date Written/Revised:** December 1, 2019

**Position Purpose:**

Digital Marketing Coordinator will be responsible for developing, initiating, creating and overseeing the digital marketing for FMP as well as the clients we represent while spearheading marketing solutions.

We are looking for someone with experience in copywriting, art direction, content and creative generation, social media and digital advertising who can expand our brand's reach locally while increasing brand loyalty, awareness and sales efforts for ourselves and our clients.

**Essential Duties and Responsibilities:**

1. Devising strategies to drive online traffic to the company and client's websites
2. Tracking conversion rates and making improvements to the websites
3. Developing and managing digital marketing campaigns
4. Utilizing a range of techniques including paid search, SEO and PPC
5. Overseeing and executing the social media strategy for the company and clients
6. Managing online brand and product campaigns to raise brand awareness
7. Managing any redesign of the company or client websites
8. Improving the usability, design, content and conversion of the company and client websites
9. Responsibility for planning and budgetary control of all digital marketing
10. Evaluating customer research, market conditions and competitor data.
11. Review new technologies and keep the company at the forefront of developments in digital marketing.
12. Generate monthly reports on our marketing campaign's performance
13. Analyze key metrics that unit our website traffic and our sales efforts
14. Communicate with our Executive Team about marketing goals and results

15. Evaluate with clients, important metrics that affect our website traffic, sales efforts, and target audience
16. Review and update all content from website content on a consistent basis
17. Work directly with account managers to monitor and follow up on sales and manage lead performance
18. Additional duties as needed.

**Qualification Standards:**

- Bachelor's Degree in Marketing or related field required
- 5+ years' experience in B2B digital marketing and advertising
- Excellent grasp of social media and website metrics and best practices
- Demonstrable experience with email marketing, lead generation and SEO
- In-depth knowledge of various social media platforms, best practices, and website analytics.
- Highly creative with excellent analytical abilities.
- Outstanding communication and interpersonal skills.
- Up-to-date on the latest trends and technologies in digital marketing.
- Advanced knowledge of HTML and CSS required.
- Proficiency with Adobe Photoshop, Illustrator and inDesign
- Proficiency with Hootsuite or relevant marketing suite
- Basic HTML, CSS knowledge preferred
- High proficiency with Microsoft Word, Excel and PowerPoint

**Typical Schedule:**

Monday - Friday 9:00 a.m. - 5:00 p.m.

**Salary:**

\$45,000 - \$52,000 with Medical, Dental and Vision Benefits and 401K after one year