

Digital Marketing Coordinator

Serrv International is a fair trade, nonprofit organization based in Madison, WI, working with under-privileged artisan groups and farmers worldwide for the last 70 years. Serrv's handcrafted home décor, fashion and food items are sold through catalogs and online, with revenue channeled back to the producers to fund community building, healthcare and education. Our values and close connection to citizens of 25 countries allows for unique insight into the challenges people face on a global scale.

The Digital Marketing Coordinator supports our direct-to-consumer business helping to drive sales and engagement for digital commerce.

RESPONSIBILITIES:

- Monitor, update, analyze, and optimize serrv.org to improve our customer's online experience.
- Lead strategy, planning, KPI's, and reporting for paid search (including Google Ad Grant), organic search, and affiliate programs, ensuring campaigns are driving qualified traffic and revenue.
- Support the creation and execution of email campaigns (including list management, personalization, segmentation, testing, automated messages, and tracking) and maintain relationship with email vendor.
- Advise on digital marketing promotional cadence and campaigns, including the development of new and innovative ideas to reach target audiences.
- Assist the Marketing, Sales, and Merchandising departments with other requests as needed, including B2B channel support.

DESIRED QUALIFICATIONS:

- 3+ years online marketing experience, preferably in retail or consumer goods.
- Strong Google Analytics skills, including the ability to synthesize data and provide insights and strategic actions.
- Experience manipulating data and performing calculations in Excel to create reports (pivot tables, VLOOKUP, formulas, formatting, and dashboards).
- Hands-on knowledge of email marketing campaigns, best practices, and construction including basic HTML.
- Excellent project management and process development capabilities.
- Flexible and adapts to rapidly changing work and priorities.
- Proven ability to lead projects with minimal direction.
- Experience with HTML5, CSS3, and JavaScript a plus.

- Google Ads Certification, and video/multimedia editing a plus.

This is a permanent salaried position with benefits including health insurance, disability insurance, a retirement plan, earned paid sick leave, and paid vacation. Hours are full time, primarily weekdays from 8:30-5:00. This position is supervised by the Director of Marketing and works collaboratively with other staff and departments on all projects.

To apply: Please submit your cover letter, resume and salary expectations to apply.marketing@serrv.org. No calls, please.

Thank you for your interest in joining our fair trade team.