



Digital Marketing Specialist
Ignite Group of Brands
Reporting Structure: Brand Marketing Manager

Job Overview:

The Digital Marketing Specialist for Ignite Group of Brands is responsible for developing the strategy used in marketing our company's online presence, utilizing techniques in the field such as social media, digital display/PPC advertising, web analytics, email marketing, and search engine optimization, among others. The Digital Marketing Specialist's role is to conceptualize, design, create, and execute marketing programs to support the expansion and growth of the company's properties, services, and products.

This role requires in-depth knowledge of Ignite Group of Brands' establishments, products, and market goals. Strong understanding of and fluency in cross-platform marketing techniques are crucial to success in this role. Proficiency in digital advertising and social media is a must, alongside familiarity with a wide range of field practices, concepts, and procedures. Digital Marketing Specialists rely on judgment in planning and experience to accomplish identified goals in tandem with our Marketing Department.

Duties and Responsibilities:

- Planning, development, and execution of establishment-specific digital programs and campaigns, including online advertising, website strategy and design, social media, mobile, and their required deliverables
- Working with the Marketing Department to coordinate and implement establishment-specific Content Calendars to define, organize, and schedule the required content
- Developing, designing, and implementing layouts of communications such as presentations, newsletters, stationery, event support materials, brochures, retail displays, etc.
- Manage relationships with press, influencers, and other external media outlets and marketing vendors
- Interfacing with marketing communications functions, as well as PR, events, retail and business product marketing teams
- Leading ongoing management of Ignite Group of Brands' digital touchpoints, including social media pages, websites, and other complementary platforms
- Managing digital agency relationships, day-to-day production, as well as campaign budgets and schedules
- Overseeing web analytics, metrics, and campaign reporting (requiring in-depth knowledge of SEO and AdWords)
- Presenting recommendations for new approaches and initiatives to Brand Marketing Manager
- Developing and coordinating multimedia packages for use internally and externally

Desired Skills & Experience

- Minimum Qualifications: Bachelor's Degree or Diploma in Marketing or related field
- Minimum 2 years of experience in Digital Marketing (within the Food and Beverage industry is preferred)
- Core Competency Requirements: Deep understanding of digital marketing and content strategy/production
- Proven experience delivering effective and innovative customer-facing digital campaigns
- Proven experience delivering a variety of digital assets, including rich media online ads, microsites, and social media applications
- Experience managing successful social media campaigns, and a strong understanding of Social Media Marketing
- Strong understanding of web metrics and digital analytics, with the ability to generate, analyze and interpret data
- Must be able to work under constant deadline pressure and manage multiple projects across multiple lines of business
- Strong management skills, excellent oral and written communication skills
- Experience delivering digital campaigns for mainstream products and services
- Proficient with Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.)