

# Mortarr

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Albert Lea, MN 56007



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## POSITION

Digital Strategist

## REPORTS TO

Chief Brand Officer

## EXPERIENCE

BS or BA in Marketing, Business or relevant field

## ROLE DESCRIPTION

We are looking for a skilled and results-driven Digital Strategist to lead our various digital mediums and assist our company and our clients in reaching specific goals. The role will work closely with the marketing team to provide ongoing strategy, implementation, management and analysis of digital marketing campaigns to grow our online audiences.

## IDEAL CANDIDATE PROFILE

You are passionate about using modern digital marketing strategies to attract, engage, and nurture audiences. You are fascinated with analyzing data and discovering optimization opportunities to continually improve campaign performance. You live to tell a story based on data, and use those stories to effectively report on, rework, or reuse strategies. You value the connective tissue between all digital efforts, including SEO, social media, content, paid digital, email, and analytics.

## RESPONSIBILITIES

- Provide strategy, implementation, and management support of digital marketing programs in collaboration with our marketing team.
- Provide ongoing measurement, analysis, and reporting services related to digital marketing programs.
- Assist in the management of ongoing paid digital advertising campaigns (paid search, paid social, etc.) across all platforms.
- Conduct SEO auditing and keyword research work and monitor SEO performance.
- Support the production and publishing of digital marketing assets, including blog posts, social posts, landing pages, emails, digital ads, and more.
- Conduct relevant audience research and support the development of audience personas and buyer journeys.
- Conduct competitive digital marketing research.
- Identify, research, and report on digital marketing trends, tools, and technologies.
- Provide quality assurance for digital marketing assets.



## DESIRED SKILLS & EXPERIENCE

- 3+ years' experience in digital marketing roles
- Current certifications for Google Ads and Google Analytics preferred
- Knowledge of content marketing, SEO, social media, email marketing, and paid digital advertising best practices
- Experience implementing and optimizing paid search and paid social advertising campaigns
- Experience measuring, analyzing, and reporting digital marketing performance
- Self-motivated, detail-oriented, and able to manage own tasks and schedule
- Exceptional written and verbal communication skills
- Demonstrated experience and enthusiasm collaborating with other strategists, creatives, and servicing teams
- Passionate about continuous learning and professional skill development
- Familiarity with web design and SEO best practices

**BOTTOM LINE:** You are an advocate of digital marketing, a lover of data, and a crafty advertiser skilled in the art of organic and paid strategies.

## CORE VALUES

**Make it Happen:** A great idea is nothing if it never sees the light of day. We can't just think it, or talk about it; we have to do it. No matter what stands in our way, we must find a way to get it done.

**Pursue the Uncommon:** Being average is not an option. To transform an entire industry, we have to be different. We must explore blue oceans, uncharted territory, pave ways not yet discovered. We must think big and do bigger.

**Sweat the Details:** Stick! Stick! Stick! Beauty isn't in the details. It is the details. Always be mindful of the importance of everything we do because a collection of little things makes big things happen.

**Ride the Tide:** Dodge, dip, dive, and dodge. It's best to avoid wrenches, but when they do come our way, we always make the best of the situation.

**Mad Respect:** No jerks allowed.

## NEXT STEPS

Send your info to [connect@mortarr.com](mailto:connect@mortarr.com) to get started.