



DIGITAL MARKETING SPECIALIST

COMPANY:

MarkeTeam, LLC. (<http://www.mkteam.com/>)

A Direct Response Advertising Agency Specializing in Fundraising for Nonprofit Organizations

LOCATION:

Atlanta, GA (Near Perimeter Mall, next to Sandy Springs MARTA station)

WORK EXPERIENCE:

Minimum of 2-5 years of relevant work experience in non-profit direct marketing is required.

EDUCATION LEVEL:

A Bachelor's degree in Advertising, Marketing, Business or other related major is required.

Master's degree would be a plus, but not required.

ABOUT MARKETEAM:

At MarkeTeam, we believe in doing good work and work that does good. MarkeTeam is a full-service direct marketing agency specializing in providing services to many of the leading nonprofit charities in the United States, including the UNICEF USA, Smile Train, Memorial Sloan Kettering Cancer Center, Oblate Missions, Vanderbilt Medical Center, Sierra Club, and Pancreatic Cancer Action Network.

Along with the opportunity for personal and professional growth, MarkeTeam offers a comprehensive benefits package including fully-paid medical and dental coverage, flexible spending accounts, life insurance, a matching Simple IRA retirement plan, minimum of three weeks of vacation/paid time off, 10-15 paid holidays, an innovative and diverse work environment, as well as other amenities.

This is an excellent opportunity to work in a profitable, high-growth advertising/marketing agency that allows you to advance your career, earn a very competitive salary with generous benefits, while also making a positive impact on the lives of children and adults in the United States and around the world!

JOB DESCRIPTION:

The Digital Marketing Specialist will work with Client Services and Analyst staff as a digital lead for multiple client accounts. Digital lead will manage email, social media, display advertising and SEO/SEM campaigns based on each client's digital need.

Applicants must have experience with several email platforms (especially Luminate Online) and ability to manage email campaigns (including e-mail/landing page set-up, testing, reviewing user experience, deployment, ability to troubleshoot and resolve issues with HTML coding), knowledge of SEM optimization and social media advertising platforms, and a strong sense of accountability and responsibility. Ability to collaborate with the team to develop digital strategy and best practices is preferred.

Applicants must be detail-oriented, self-motivated and very organized with the ability to multi-task to deliver timely output and handle shifting priorities professionally. Working knowledge of ad serving tools, optimizing Google Adwords/Google Grants campaigns, HTML, CSS, and JavaScript development and constraints is preferred.

Please submit resumes to HRDept@mkteam.com