

Digital Media Manager

As Digital Media Manager you will oversee Wedded Wonderland's digital media efforts, including websites and platforms such as Facebook, Tik Tok, Instagram, Youtube, Twitter and Pinterest.

Responsibilities include creating and curating shareable content; determining which platform is best suited for each piece of content; building and managing social media profiles and presence; directing paid search and social campaigns and analyzing the performance of those campaigns; maintaining brand consistency across platforms; assessing SEO configurations; monitoring analytics; managing the digital budget; and fostering vendor relationships.

You are responsible for the day-to-day management of organic and paid digital marketing campaigns which can include paid search, display and social advertising strategies across both B2B and B2C business.

Things are always changing in the digital realm, so the ability—and drive—to continually learn new things and readily adapt to change is an essential part of the job.

You will create and optimize campaigns across all media verticals to support the digital department in their growth goals.

You will help drive the growth and success for organizations on digital platforms. Your role is important as it is an integral part of the development and management of having an effective digital strategy as well as effective media buying.

Your daily responsibilities may include:

- Developing, executing, and optimizing cutting-edge digital campaigns from conception to launch
- Working cross-departmentally to align campaign strategies and goals across the organization
- Providing ongoing actionable insights into campaign performance to relevant stakeholders
- Defining, measuring, and evaluating relevant paid media KPIs
- Conducting in-depth keyword and website research, ad grouping and audience targeting
- Maintaining knowledge of industry best practices and new technologies

You will be measured by:

- ROI
- On-site conversions
- Cost & click performance
- Impressions/total reach
- Website traffic