



Strategy and creativity redefined.

Digital Marketing Manager

Position Overview

The Marketing Collective (TMC), based in Cincinnati, OH consists of top industry professionals including senior-level strategists, designers, copywriters, content specialists, and project managers, forming a small yet highly accomplished group.

TMC is currently seeking a **Digital Marketing Manager** to join their remote team. As the Digital Marketing Manager, you will play a pivotal role in shaping the digital marketing strategies for The Marketing Collective's clients.

In this role, you'll enjoy the flexibility of remote work and a collaborative, dynamic work environment (with the option of a co-working space in Cincinnati). If you are a knowledgeable and dedicated professional seeking to become part of an outstanding team, Let's chat!

Key Responsibilities

- Developing, implementing, and managing project marketing strategies to achieve company objectives.
- Overseeing website development projects to ensure they align with our client's goals and expectations.
- Crafting SEO and SEM strategies that drive growth and enhance online visibility.
- Developing and executing impactful email marketing strategies to engage and nurture our clients' target audiences.
- Providing expert oversight of programmatic advertising campaigns, optimizing results and ROI.
- Advising the full team on digital marketing efforts for our clients, from campaign planning to execution.
- Overseeing external digital marketing vendors who often run the day-to-day campaigns and execution for our clients.
- Analyzing web analytics data to identify opportunities for optimization and growth.

Requirements

- 3-5 years of experience in Digital Marketing.
- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience as a Digital Marketing Manager or in a similar role with a track record of success.
- In-depth knowledge of various digital marketing channels, including SEO, SEM, social media, email marketing, and content marketing.
- Proficiency in using digital marketing tools and software, including Google Analytics, AdWords, and social media platforms.
- Strong leadership skills with the ability to manage a team and collaborate with cross-functional teams.
- Exceptional communication skills, including client-facing abilities, to effectively convey strategies and progress.

Desired Attributes

- Desire to grow into leadership roles.
- Self-motivated, disciplined, detail-oriented, and takes initiative.
- Excellent interpersonal and client-relationship skills.
- Strong written and verbal communication skills.

Important to Note

In this 1099 contract position, it's important to note that it falls outside the scope of traditional employment, meaning the client does not provide standard benefits typically associated with full-time or part-time positions. Instead, compensation and terms will be governed by the terms of the contract agreement.

A Slice of HR is working with The Marketing Collective on a retained search basis. If you meet the qualifications and want to join this team of talented individuals, please send your resume to tiesha@asliceofhr.com.