



## Digital Marketing Strategist

Revised 6/12/18

The Digital Marketing Strategist is a full-time, exempt position in the Management Office of THE SPEAKEASY. The position is eligible for paid time off, health plan, and other benefits. The Digital Marketing Strategist reports to the Marketing Manager (or Associate General Manager), and works closely with the Managing Producers, and other members of the marketing team.

The mission of the Digital Marketing Strategist is to continually evaluate, innovate, and increase engagement with the company's digital communication channels, driving toward increased sales conversions. We are looking for someone who is proficient in digital and social media PPC advertising, google analytics and SEO optimization to create and update digital marketing strategy, to prioritize initiatives and to allocate resources. The role involves both developing strategy and implementing programs. Primary duties include:

- Develop and execute paid advertisement strategy on Facebook, Instagram, Twitter, and other social media platforms
- Optimize company presence on user-review platforms such as TripAdvisor and Yelp
- Implement PPC advertising strategy on Google AdWords, AdRoll, and paid media buys
- Increase domain name authority through SEO off- and on- page optimization strategies
- Measure effectiveness of digital content strategy through tracking (UTM tags, Pixels etc.) against engagement goals
- Continually analyze website traffic and advertising effectiveness through Google Analytics and other tools
- Continually analyze sales trends and correlate with marketing events

In addition, the Digital Marketing Strategist works closely with company leadership and the marketing team to define the company's visual identity, to create and update digital marketing plans, to prioritize initiatives, and to allocate resources.

### OTHER DUTIES

- Recruit and supervise independent contractors, including graphic designers, software developers, and other content creators
- Attend and participate in bi-weekly staff meetings and twice-weekly Marketing Team meetings
- Participate in development of annual marketing budget, and in tracking financial performance against budget

The company's lead product is "The Speakeasy," but all members of the marketing team support the full range of company projects, including private event rentals, classes and workshops, satellite programming, guest productions, member events, and our world-famous New Years Eve party.