

JOB DESCRIPTION

JOB TITLE: Digital Marketing Specialist/ SEO Analyst

EMPLOYER: Bear Real Estate Group

DEPARTMENT: BREG Services

REPORTS TO: Marketing & Communications Specialist

SUMMARY: Responsible for digital marketing campaign success and leading the day-to-day management and delivery of digital marketing programs including paid search (Google) & display, SEO and analytics. Produce long- and short-form video for social media, YouTube and websites. Fly, capture and edit drone photos of developments for use across multiple platforms.

DUTIES AND RESPONSIBILITIES:

- Lead the day-to-day management and delivery of digital marketing, SEO, analytics and some social media advertisements.
- Take direction from superiors/division leaders and manage projects to completion.
- Drive the execution and innovation of search marketing campaigns throughout all phases including development, design, launch, evaluation and reporting.
- Manage scope and expectations regarding timing and delivery of search marketing initiatives.
- Monitor digital advertising budgets and campaign spending.
- Compile and analyze data of digital marketing to superiors.
- Demonstrate the ability to spot trends and patterns while analyzing digital marketing metrics.
- Participate in solving campaign challenges while managing campaigns to help meet digital marketing program objectives.
- Demonstrate proficiency in and knowledge of search marketing through execution, research and certification.
- Develop knowledge of digital marketing through experience and attaining/maintaining certification in Google Ads, Google Analytics and on-going SEO education.
- Assist with the development of promotional items for advertisements, social media, websites and other marketing pieces to drive traffic and convert leads.
- Produce long- and short-form video for social media ads, YouTube, and other streaming platforms for marketing purposes.
- Monitor and report on the success of individual videos and other multimedia content.
- Fly, capture and edit drone photos for use across multiple platforms.
- Assist in the day-to-day management and updating of company and property websites.

QUALIFICATIONS:

- Associates degree or equivalent experience
- SEO Development: 2 years (Required)
- Google Ads Campaign Management: 2 years (Required)
- Experience with Google Analytics, Google Ads/Tag Manager, Microsoft Ads and SEO
- Knowledge of social media advertising (Facebook, Twitter & LinkedIn)
- Proficient in Adobe Premier, After Effects, and Photoshop
- Experience with Adobe Illustrator and InDesign a plus

- Experience with WordPress websites a plus
- Excellent written communication skills
- Strong organizational, problem-solving, and analytical skills
- Ability to manage priorities and workflow
- Acute attention to detail
- Ability to work independently and as a member of various teams
- Strong interpersonal skills
- Creative, flexible, and innovative team player

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Continually required to sit for long periods of time
- Continually required to utilize hand and finger dexterity (computer keyboard)
- Continually required to drive to and from job sites
- Frequently required to talk or hear
- Occasionally required to lift/carry items up to 25 pounds

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Bear Real Estate Group is proud to be an Equal Employment Opportunity and Affirmative Action employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.