

JOB ANNOUNCEMENT

Position: Digital Marketing Specialist

Supervisor: Manager, Integrated Marketing Communications

Location: Nashville, Tennessee

Classification: Nonexempt

Job Summary:

The Digital Marketing Specialist is responsible for paid and organic search campaigns using SEM and SEO strategies to ensure strategic goals, objectives, and deadlines are met. This person is also responsible for all aspects of web content and landing pages and performs data analysis to ensure all internet properties are continually optimized and that key performance indicators (KPI) goals are met.

Primary Job Responsibilities:

1. Collaborates with the marketing team to develop, implement, and execute digital communication and web pages that support the overall corporate and marketing strategies, with the purpose of educating the market by telling the brand story and increasing brand, product and overall community awareness.
2. Develops content and features on the website. Continually updates and modifies web content to ensure it is current. Ensures brand voice is consistent in all materials and compliant with brand standards.
3. Sets targets, monitors important metrics and sets up mechanisms to measure campaigns across multiple online channels. Performs data analysis around web traffic and other key data.
4. Leads the planning and execution of automated email marketing programs and triggered email campaigns. Includes running list generation, list management, compliance with HIPAA laws, A/B testing, scheduling optimization and email design. Monitors deliverability and overall account reputation to ensure message are being delivered to the inbox.
5. Monitors and continually optimizes SEM campaign including keywords, bids, ad copy and landing pages.
6. Effectively manage social media advertising campaigns including ad development, reporting and analytics with a track record of leveraging content to drive awareness and engagement.

Minimum Qualifications:

- Position requires a bachelor's degree in Marketing, or other related field and minimum 2-3 years' experience in Digital Marketing or related field. Will accept any suitable combination of education, training, or experience.

- Understanding of Google analytics and the ability to set up tracking/reporting mechanisms to collect key data required. Understanding of CPL (cost-per-lead), CPI (cost-per-inquiry), and CPC (cost-per-click) required.
- Experience creating email campaigns using marketing automation software preferred.
- Experience with tools such as Adobe Experience Manager, Adobe Creative Cloud, HTML, Microsoft Office applications preferred.
- This position is an in-office position.

Disclaimer

This description is intended to indicate the general responsibilities and level of work difficulty that will be required of positions given this title and should not be construed as declaring what the specific duties and responsibilities of any particular position should be. It is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees under their supervision. The use of a particular expression or illustration describing responsibilities shall not be held to exclude other responsibilities that are of similar kinds or levels of difficulty.

If you are interested in this position and possess the qualifications required, please complete this form and an Employee Application Update (available from Delta Connect/Form Library/HR/DDTN Employment Application FILLABLE) and return both to the Chief Compliance & Diversity Officer (Shanda Tucker) within five (5) workdays of the Posting Date.

Signature

Date

“This contractor and subcontractor shall abide by the requirements of 41 CFR 60-741.5(a). This regulation prohibits discrimination against qualified individuals on the basis of disability, and requires affirmative action by covered prime contractors and subcontractors to employ and advance in employment qualified individuals with disabilities.”

“This contractor and subcontractor shall abide by the requirements of 41 CFR 60-300.5(a). This regulation prohibits discrimination against qualified protected veterans, and requires affirmative action by covered prime contractors and subcontractors to employ and advance in employment qualified protected veterans.”

“We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.”