



Job Description

DIGITAL MARKETING ACCOUNT MANAGER

We are seeking an energetic Digital Marketing Account Manager with 1-4 years experience in Google Ads, and Social Media Management. Some basic WordPress editing capability is desired but not required. Adobe Photoshop and/or Express experience is a plus. For this position, a willingness to learn new skills and understand home service industries is a must.

This role is responsible for maintaining a Google Ads and Social Media presence for 20-30 clients across several vertical business markets to consumer markets. This person will be designing and creating new ads and social posts, targeting primarily homeowners, using approved layouts, adding and editing content to websites, Google Ads, social media, client and internal web pages. This team member will work closely with our creative team on additional projects as needed.

• Responsibilities

- Lead the digital marketing strategy for display advertising, social media, SEM, and affiliates, with the goal to drive consideration and purchase intent for our core audiences, with a particular focus on the B2C and B2B segments
 - Collaborate with internal teams and departments to align cross-channel digital advertising strategies
 - Monitor the primary marketing metrics to establish the effectiveness of online advertising
 - Report on the performance of digital marketing activities and compare the results against key performance indicators and ROI
- Developing goals for the digital marketing team and business growth and ensuring they are met
- Stay on top of and review new digital trends and opportunities to ensure the company remains a digital marketing leader within the digital marketing space
- Post and link to client's website, and promote through client's ads and social media (when applicable).
- Assist with internal (Good Marketing Group) marketing communications as/if needed.

• Web Development Support Related to Digital Marketing

- Site population/editing related to digital marketing including:
 - Create pages in new website via WordPress including setting up navigation, and developing categories/subcategories where applicable.
 - Photo/image manipulation
 - Add SEO meta data to website on all pages, posts and products (when applicable)
 - Videos (via client YouTube, Vimeo, etc. channel) – upload, embed to website, share to social media platforms as needed

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- **Account Services Support**

- Client interaction (little to active)
- Research and gather information for clients (ie. events, costs) including vendor communications
- Design and revisions to client marketing and advertisements
- May Assist with Email Marketing “Journey” Programs
 - Develop, customize/populate Journey programs
 - Update all links to social media and website pages.
 - Test prior to sending to client for approval.

- **Event Attendance**

- Client interaction and company representation at national and regional conferences.
- Booth & Event participation including but not limited to:
 - Ability to interact, educate and sell and conference trade shows
 - Small or large group presentation skills
 - Public speaking skills
- Blog/Post for GMG content and images on internal social media platforms and website
 - Classes
 - Promotions
 - Communication with event attendees and organization members prior to and after events

- **Professional Skillsets Needed (Min. 1 Year)**

- **REQUIRED:**
 - Google Ads Experience or Familiarity
 - Excellent communication skills
 - Attention to detail
 - Good organizational skills
 - Team mentality – comfortable with delegating and helping with projects not directly your responsibility
 - Research experience (online)
 - Writing experience (passion for writing)
 - Social media experience (desktop and mobile) for businesses (versus personal only)
 - Software experience (basic knowledge required)
 - Adobe Express (or similar, ie. Canva)
 - Social Pilot (or similar, ie. HubSpot)
 - Customer service experience – you will be communicating with clients directly
 - Not afraid of technology (ie. website, social media platforms)

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- **PREFERRED:**
 - Understanding of WordPress and WordPress Customizer, may include some experience:
 - HTML
 - WooCommerce
 - Google Ads
 - Adobe experience:
 - InDesign experience
 - Photoshop Experience
 - Premier and/or Premier Pro
 - Advertising agency experience a plus

Interested candidates, please contact Brad Good, 215.518.3149 Compensation commensurate with experience. Benefits available.

About Good Marketing Group

We offer:

Medical Benefits

Prescription

Dental Discounts

Vision Discounts

Employee Wellness Programs

Paid Time Off

Paid Service Project/Volunteer Leave

Good Marketing Group, located Sanatoga, Pennsylvania near Philadelphia, was founded in 2003 with the marketing needs of our clients –growing, family-owned, home service businesses - as our first priority. We are integrated marketing specialists with over 75 years of combined advertising and marketing experience specializing in home contractor services and trade & service industries. Good Marketing Group offers a variety of services including website development, online and offline marketing tools & advertising and the implementation of strategic marketing plans that are proven in the industries we serve.

We believe in understanding how to reach a client’s target audience using a mix of qualitative information combined with demographics, behavior, psychological, lifestyle, and many more tools to build a sound strategy and message around results-driven marketing with a response mechanism for trackability and accountability. That’s the definition of our tagline, “Want GREAT Marketing? Get GOOD Advice.”

[direct marketing management • on-line marketing development • branding & traditional marketing • list brokerage & data research • web design & site development • graphic design • data segmentation • search engine optimization & marketing (SEO / SEM) • logo design & corporate i.d. • direct mail design & fulfillment • mobile web design • copy writing • turnkey marketing solutions]