



Position Announcement: Digital Marketing Coordinator

Green Fin Studio is where art meets science. We are a professional marketing and communications firm, addressing social and environmental priorities. We combine technical and scientific expertise with innovative communication and visualization strategies and products to increase scientific literacy, connect with stakeholders, and encourage informed stewardship for a greener world. Our team provides curated content, print media, planning documents and strategies, custom tools and visualizations, project management, stakeholder engagement, and more to a varied client base.

We are adding a part-time digital marketing coordinator to our team. The primary responsibility for this position will be to increase regional and national awareness of Green Fin Studio and help grow our client base through effective digital campaigns. Your creative thinking skills and strategies will be an essential part in driving our digital narrative, enhancing our organization's image, and improving digital communication with clients.

Ideal candidates for this role should be creative and innovative, multimedia savvy, well-organized, and must be excellent writers and communicators. Ultimately, the exceptional digital marketing coordinator should have a firm grasp of the different digital touch points, drive highly effective digital campaigns, enhance user experience, and deliver on digital objectives.

This position is virtual and includes the following responsibilities:

- Manage content on company website and assist in developing content for client websites.
- Develop, implement, and track lead generation strategies.
- Plans and executes web, SEO/SEM, database marketing, email, social media, and online campaigns.
- Designs, builds, and maintains our social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights and optimizes spend and performance based on the insights.

- Brainstorms new and creative growth strategies through digital marketing.
- Plans, executes, and measures experiments and conversion tests.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Identifies critical conversion points and drop off points and optimizes user funnels.
- Collaborates with agencies and other vendor partners.
- Evaluates emerging technologies.
- Provides thought leadership and perspective for adoption where appropriate.

Digital Marketing Qualifications / Skills:

- Creating and maintaining client relationships
- Self-motivated yet customer-focused
- Proficient in marketing research and statistical analysis
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate

Requirements:

- Bachelor's or master's degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or advertising campaigns
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, SEMRush, etc.)
- Working knowledge of ad serving tools
- Experience in setting up and optimizing PPC campaigns on all major search engines
- Experience developing and maintaining content and functionality on WordPress and other other platforms.

This is a part-time, 24 hour/week, salaried position. Though this position begins as part-time, we expect it to become full-time within the first year. Necessary hardware and software will be provided. Position salary is commensurate with experience

Green Fin Studio is committed to positive environmental and social impact through our business practices, partnerships, outreach and training, and hiring protocols. This commitment is reflected across our operations, including that all of our staff members

are given three paid days per year to volunteer with a community group that supports this collective vision. Green Fin Studio is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

To apply, please submit a current resume and cover letter detailing your experience, why you are interested in this position, and salary requirements, along with contact information for at least three professional references to us via email to Hello@GreenFinStudio.com with the subject line: Digital Marketing Coordinator

Applications will be reviewed on a rolling basis and must be received by 5 pm, July 13, 2021.