

Here's a job description for a position in Digital Media that includes explicit mentions of required skills. This description is tailored for an organization looking to hire a versatile digital media specialist who can handle various responsibilities related to content creation, management, and strategy.

Job Title: Digital Media Specialist

Location: [Your Location]

Job Type: Full-time

About Us:

At [Your Company Name], we are dedicated to staying at the forefront of digital media trends to provide outstanding services to our clients. We're looking for a Digital Media Specialist who is passionate about creating, managing, and optimizing digital content across various platforms.

Job Description:

As a Digital Media Specialist, you will be responsible for developing and implementing our digital media strategies to increase our online presence and improve our marketing and sales efforts. You will work closely with different teams to create engaging content that resonates with our target audiences.

Responsibilities:

- Develop and manage digital marketing campaigns
- Oversee a social media strategy
- Manage and maintain the organization's website
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc.
- Track and analyze website traffic flow and provide regular internal reports
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time, or improving conversion
- Continually work on the Search Engine Optimization of the website(s)
- Edit and post videos, podcasts, and audio content to online sites
- Arrange webinars and webcasts

- Create online banner adverts and oversee pay per click (PPC) ad management
- Write copy for email marketing campaigns
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing
- Work on printed material to supplement online products
- Attend product launches and networking events

Key Skills:

- **Content Creation:** Proficient in creating compelling content that attracts and engages audiences across various digital platforms.
- **SEO and SEM Skills:** Strong understanding of Search Engine Optimization (SEO) and Paid Marketing (SEM) to enhance content visibility and traffic.
- **Social Media Expertise:** In-depth knowledge of different social media platforms and experience in managing social media strategies and campaigns.
- **Technical Proficiency:** Experience with content management systems (CMS), Google Analytics, AdWords, Facebook Ads, and email marketing tools like MailChimp or HubSpot.
- **Creative Abilities:** Strong graphic design skills and familiarity with Adobe Creative Suite (Photoshop, Premiere Pro) or other editing software.
- **Analytical Skills:** Ability to analyze data and provide evidence-based recommendations.
- **Communication Skills:** Excellent written and verbal communication skills.

Qualifications:

- Bachelor's degree in Marketing, Digital media, or relevant field.
- Proven working experience in digital marketing, particularly within the industry.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.

How to Apply:

Please submit your resume, cover letter, and a portfolio of your digital work to [Your Application Email]. We look forward to understanding how your skills and experiences make you the perfect fit for our digital media team.