

Digital Marketing Manager



Position Description:

Are you innovative and passionate about current trends and creating digital marketing? Howell Nature Center (HNC) is looking to hire a digital marketing manager to support Community Engagement, Nature Education & Camps, and Wildlife Teams in effectively promoting its message across its website, social media, and all digital publications. Daily, they will manage HNC's social media, including Facebook, Instagram, TikTok, and YouTube; create email blast campaigns to target key audiences; and develop digital publications for in-house and online marketing.

Objectives of this role

- Plan, execute, and manage all digital marketing for Howell Nature Center, including SEO, SEM, email marketing, social media, and digital publications
- Establish and execute a digital marketing strategy to distribute content
- Work with the in-house team to maintain and grow HNC's digital presence
- Maintain consistent brand messaging across the website, social channels, and all digital publications
- Identify, analyze, and measure trends and content to assess how well it's performing and optimize user experience
- Create and maintain an editorial calendar to deliver targeted content

Responsibilities

- Create and manage content for HNC's social media, emails, and other forms of digital communication
- Research, track, and analyze consumer behaviors and trends and implement research into digital marketing campaigns
- Prepare reports and analytics on the overall performance of various marketing campaigns, including ROIs and KPIs
- Collaborate with the various teams to brainstorm new and innovative growth strategies and marketing techniques
- Stay up-to-date on the latest social media trends, and implement them in HNC's marketing campaigns
- Other duties as assigned

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Preferred Skills and Qualifications

- Social media savvy, with a passion for staying on top of current digital trends
- Strong sense of creativity, imagination, and innovation
- Proficiency in photo and video editing software, such as Canva and Photoshop
- Expert-level skills working with website design and updates utilizing a WordPress platform
- Excellent interpersonal skills, with the ability to collaborate with other department heads and staff to discuss plans and marketing strategies
- In-depth knowledge of various social media platforms and best practices, particularly with Facebook, Instagram, TikTok, and YouTube.
- Ability to analyze consumer metrics, reports, and trends using website analytics tools, such as Google Analytics
- Energetic and self-driven with strong verbal and written communication skills

Desired Qualifications

- 3+ years of experience working in a digital marketing agency or in-house communications department
- Bachelor's degree in marketing or communications and/or equivalent work experience is highly desired
- Proficiency in Adobe Creative Cloud Applications, particularly Photoshop and InDesign
- Analytical mind, with a passion for measuring data
- Strong project management skills
- A cover letter and sample design portfolio are a plus

Job Type: Full-time

Pay: \$34,000.00 - \$37,000.00 per year

Benefits:

- Employee discount
- Paid time off

Schedule:

- 8 hour shift
- Monday to Friday

Work Location: In person