



Digital Marketing Coordinator

Job Description

Fast-growing, digital marketing start-up in Northern VA, seeks a driven, creative **Marketing Coordinator** to join our team, and grow with us! The Coordinator assists with online fundraising and marketing for a variety of conservative, non-profit organizations and political candidates. The coordinator codes and deploys e-mail, creates responsive display ads, manages mobile advertising campaigns & social media content, designs and builds landing pages, and delivers marketing reports to clients.

Primary Duties and Responsibilities

- Use CSS and HTML to build responsive e-mails and online content
- Work with external contacts to schedule, test and deploy paid marketing messages
- Use commercial e-mail service platforms to engage online audience
- Design and build landing pages for use in e-mail and advertising campaigns
- Maintain the health and accuracy of client email segments and records
- Properly time sends, monitor and report on email campaign results
- Manage FB, IG and Google display advertising campaigns
- Assist Account Managers to with testing and marketing engagement strategies
- Monitor and create e-mail reports, financial results and program statistics in an accurate and efficient manner for internal and external stakeholders

Core Competencies

- Impeccable attention to detail and organizational skills
- Quick learner, self-starter willing to tackle any task and can work independently
- Ability to work under pressure and meet strict deadlines
- Capable of thinking strategically and looking beyond assigned tasks
- Working knowledge of e-mail marketing and online advertising
- Must have a professional curiosity to keep up to date on the latest marketing trends
- A positive attitude with outstanding client relation skills
- Good knowledge of politics and conservative ideology

Requirements

- 2-3 years of online marketing experience
- BA/BS degree; preferably in Marketing or Business
- Proficient with HTML, CSS, Adobe Photoshop, Creative Suite and WordPress
- Proficient in Microsoft Excel, Word, and Outlook
- Experience & Interest in non-profit or fundraising preferred but not required
- Facebook and Google certified professionals preferred

Want to make an impact and help build a dynamic marketing agency? Think you have the entrepreneurial spirit it takes to join our marketing team? Tell us your story, submit cover letters, salary requirements, resumes and any recommendations to jobs@blitzdigitalgroup.com with **DIGITAL MARKETING COORDINATOR** in the Subject field. Resumes without cover will not be considered. For further company details, please visit our website: www.blitzdigitalgroup.com/jobs