

Position Title: Online Communications Specialist**Reports To:** Marketing Manager**Overview**

This position is responsible for overseeing online communications within the values and mission of Paul B. Zimmerman, Inc. The person who fills this position will communicate in a brand-consistent, professional manner, in-line with our overall marketing strategy and our content strategy, and in alignment with a content calendar. Primary areas of responsibility will include email marketing, as well as providing content for social media platforms such as Facebook, YouTube, LinkedIn, Twitter, Google+, Yelp, etc.

Essential Functions/Responsibilities

- Assisting in the creation and development of Constant Contact emails and surveys.
- Helping to create content for social media platforms such as LinkedIn, Twitter, Google+, Yelp, etc.
- Assisting in the production of content for landing pages and PPC ads.
- Assisting the marketing team in procuring opt-in email addresses.
- Loading up, as needed, photos and/or videos for various social media platforms including YouTube.
- Monitoring social media sites for reviews or comments related to our companies, brands and reputation.
- Assisting the marketing team in obtaining favorable reviews/comments.
- Routinely reviewing our websites to make recommendations on overall appearance and communication effectiveness.
- Assisting with other writing assignments as needed.

Key Results Areas

- Increasing sales and public awareness of our products/services by being a key member of the marketing team.
- Completing projects in a timely manner.
- Being part of a respectful, team-oriented work atmosphere.

Qualifications, Experience and Competencies:

- Experience with email marketing tools. Constant Contact a plus.
- Familiarity with social media marketing through Facebook, YouTube, LinkedIn, Twitter, Google+, Yelp, etc.
- Ability to produce effective and grammatically correct content.
- Basic understanding of marketing.
- Proven customer service experience.
- Strong attention to detail.
- Highly organized.
- Self-starter and motivated – able to meet deadlines.
- Team player – able to work as part of a team and open to ideas presented by others.
- Prompt and attentive.

Any of the following would be considered a plus for this position...

- Facebook ad management.
- AdWords and Bing campaign management.
- Experience with Google Analytics.
- Basic understanding of HTML and/or Drupal.

Physical Requirements

This position will consist of mostly office work, while sitting at a desk using a computer and telephone.

By signing below, you indicate that you have read and understand the essential duties of this job as outlined above. Because this company maintains a team environment, you may be required to perform other duties as required or instructed.

Employee Printed Name

Employee Signed Name

Date