

Extraordinary people. Exciting possibilities. Your success is what's next at Scott Group Studio. In our highly competitive world there's one thing that sets a company apart – its talent. At Scott Group Studio our employees bring their expertise, enthusiasm, and creativity to work every day. We're committed to making Scott Group Studio a great place to work. A place you can be proud to be a part of, where your talents are embraced and your efforts are encouraged and supported. If you are a person that "puts people first", "sees it and solves it", "does the right thing" and "pursues excellence", discover how you can be a part of what's next.

Reporting to the Director of Marketing and Brand Experience, the Digital Marketing Specialist will focus on building brand awareness and preference via digital platforms including social marketing, ecommunications and website. This individual will possess knowledge of pertinent digital marketing platforms and methods to continue to increase brand presence in the marketplace.

This role requires leadership, creativity, critical thinking, business understanding, communication, and organizational skills in accordance with the core values of Scott Group Studio.

DUTIES

1. Improve the usability, design, and content and of the Scott Group Studio website.
 - Provide weekly website dashboard reporting
 - Update the Virtual Sample Library platform and accessibility to the design community
 - Research and outline opportunities for improving or migrating the current web platform (Word Press) to a more advanced platform
2. Manage email marketing, leveraging Pardot platform, the Salesforce CRM marketing tool.
 - Provide analytics for each campaign/communication marketing sends out to the design community
 - Provide insight and direction for the team to best maximize the Pardot platform which includes mass ecampaigns, geo-targeting, drip campaigns and other communications.
 - Set and achieve goals for reach, opens and click-throughs
3. Analyze content provided for all social platforms including Instagram, Facebook, Vimeo, and others as defined.
 - Research, present and manage best social platforms to reach our end user audience.
4. Manage digital advertising activities, working collaboratively with marketing team and outside partners to develop campaigns.

- Work with outside digital media agency and oversee effectiveness of digital advertising including display
 - Manage search marketing activities, including paid and organic
5. Manage digital marketing customer database.
- Grow the size and quality of our design community database
 - Oversee effective utilization of general memberships such as ASID, IIDA, JetNet, etc.
 - Manage database for both aviation and A+D markets including appropriate sub-segments
6. Conduct ongoing analysis to drive digital strategy including digital marketing mix, effectiveness of media/campaigns, based on ongoing monitoring and reporting of KPIs.
- Measure and report our current marketing brand initiatives and collections via display, mobile and video advertising efforts
 - Communicate regular reporting on digital placements including: Impressions, Clicks, CTR, eCPM, eCPC, Cost, Daily Goal, Campaign Goal.
 - Make recommendations to media mix based on cost and effectiveness
 - Review new technologies and keep the company at the forefront of developments in digital marketing

ABILITIES

- Bachelor's degree required or equivalent work experience
- 7+ years of digital marketing experience with branded product lines
- Strong understanding of current digital marketing concepts, strategy and best practice
- Experience in SEO, PPC, Email marketing, and social media
- Proven experience working collaboratively to achieve organizational goals
- Proven track record for developing and executing successful online marketing programs.
- Knowledge of Word Press website platform
- Tech savvy with active interest in innovative technologies
- Sound judgment, communication, and problem-solving skills
- Strong analytical skills with the ability to interpret and translate data into actionable proposals.
- Demonstrated ability to analyze and appropriately handle complex and sometimes delicate situations
- Comfortable in fast-changing, fast paced environment with tight deadlines
- Ability to work independently and as a member of a team

SCOTT GROUP STUDIO

Job Description
Digital Marketing Specialist

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.