



Digital Marketing Strategist

The Digital Marketing Strategist is responsible for developing, implementing, and measuring cutting-edge digital campaigns. The ideal candidate fully understands digital marketing and analytics. The Digital Marketing Strategist has a passion for reporting and translating information into action for our clients. This can include everything from campaign planning and execution to managing and budget reconciliation. The ideal candidate is at the forefront of targeting audiences across Programmatic, Search and Social Media Advertising. The Digital Marketing Strategist has an understanding of the political landscape and is passionate about making a difference in the progressive space.

Core Responsibilities

- Own, research and execute entire large-impact digital campaigns that align with client goals and objectives as assigned. Including, but not limited to: strategy, targeting, campaign creation, page permissions, copywriting, pacing/reporting, budget optimization, and troubleshooting.
- Measure, track, and optimize campaign performance so that The Colibri Collective consistently achieves and exceeds key brand and growth KPIs for various digital channels. Evaluates opportunities for any future/on-going campaigns.
- Creatively administer and manage campaign budgets to make the most impact for clients.
- Participate in building client media plans, projects, channel recommendations (including new online marketing opportunities) based on digital media knowledge, research, market conditions, and client objectives for current and potential new clients.
- Write copy and engaging captions to draw audience attention.
- Implement campaign setup with outside partners and within all campaign management platforms, with a focus on Facebook Ads Manager and Google Ads Manager.
- Create UTM and Google Tags in addition to installing pixels.
- Report online marketing performance regularly. Provide analysis using tools like Google Analytics and other reporting platforms. Support the team with reporting functions.
- Develop, improve, and maintain positive relationships with digital media partners and clients acting in accordance with The Colibri Collectives principles.
- Generate media insertion orders, understanding how these have a direct impact on the company's bottom line.
- Deliver expert understanding of all digital marketing platforms: Facebook, Twitter, Youtube, Snapchat, LinkedIn, Pinterest, Instagram, Programmatic, Pandora, Email Marketing, Twitch, SEO and PPC. Stay up to date on latest industry trends.
- Collaborate with clients and internal teams.

Required Skills:

- Excellent time-management, organization and project management skills, with attention to detail from inception through execution
- Strong budget management and reconciliation
- Highly creative with experience in identifying and customizing target audiences and devising digital campaigns that engage, inform and motivate
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Able to identify areas for process improvement, and takes the initiative to explore potential resolutions
- Strong analytical and problem solving skills
- Communicates clearly and effectively with all internal and external stakeholders
- Ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form
- Self-motivated, and has the desire and aptitude to learn quickly while effectively multi-tasking
- Adapts to changes in workload and working conditions without loss of productivity
- Has a sense of urgency to obtain results, meets deadlines
- Understands and has work experience in working on political campaigns and lead generation campaigns
- Excellent teamwork and collaboration skills

QUALIFICATIONS

Bachelor's degree in Marketing, Business Administration, Communications, or a related field. Individual growth will be based on a combination of experience, independence within the above categories as well as individual performance and a proven track record.

- 4+ years experience building, managing and optimizing Programmatic campaigns
- 4+ years experience planning, managing and optimizing paid social media campaigns
- Computer literacy to include advanced proficiency with Microsoft Office Suite of Products (Word, Excel, PowerPoint), Google Products, Google Analytics, Adwords and Google Tag Manager
- Has strong mathematical skills
- Social Media Certifications
- Certifications required in: Google Ads Search, Google Tag Manager, Google Analytics, Facebook Blueprint (Must not be expired)
- IAB Certified a plus
- Ability to read and write in Spanish a plus

Why The Colibri Collective?

As a customer focused and driven organization, we offer attractive and competitive compensation.

The Colibri Collective has a fast-paced and entrepreneurial environment, which requires a professional, flexible self-starter attitude.

The Colibri Collective is headquartered in Downtown Phoenix, AZ.

The Colibri Collective does not unlawfully discriminate on the basis of race, color, creed, pregnancy, religion, sex, national origin, age, disability, veteran, marital, or any other protected status.

Job-Type: Full-Time

Benefits: Medical, Paid Holiday, Paid Vacation, Paid Sick Leave, Bonus Incentives

Schedule:

Monday to Friday

Must be able to work on site. Remote work is not available for this position.

Work Location: 1425 N 1st St. Ste. 100, Phoenix, AZ 85004

Company's Website: [Marketing & Advertising Agency | The Colibri Collective](#)

Company's LinkedIn page: [The Colibri Collective | LinkedIn](#)

Company's Facebook page: [The Colibri Collective | Facebook](#)

COVID-19 Precaution(s)

COVID-19 vaccination encouraged

Personal protective equipment provided or required

Temperature screenings

Social distancing guidelines in place

Sanitizing, disinfecting, or cleaning procedures in place

Please submit your resume and 3 references or questions to info@thecolibricollective.com.