

Digital Media Specialist Job Description

We are looking for a qualified Digital media specialist to join our team. You will lead our marketing efforts using online media and digital tools.

If you know how to creatively handle various online marketing tools, like websites, podcasts and blogs, this position is for you. You will work with different teams to coordinate our marketing, advertising and promotional activities.

Ultimately, your goal is to promote Invicara to multiple industry segments on a global basis and increase client engagement with our sales team.

Responsibilities

- Design web site content and campaigns that influence prospective clients to engage with our sales team.
- Work with internal subject matter experts to produce high-quality demo videos
- Work with external firms to produce high-quality, impactful videos that describe our solutions, document client case studies, and help Invicara establish thought leadership and brand awareness.
- Design digital media campaigns aligned with business goals
- Collaborate with the marketing team on the creation and publishing of all digital content (e.g. website, videos, blogs, press releases, and podcasts)
- Manage end-to-end digital projects
- Expand our web presence to boost brand awareness
- Liaise with Marketing, Sales and Product development teams to ensure brand consistency
- Suggest and implement direct marketing methods to increase profitability
- Monitor ROI and KPIs
- Stay up-to-date with digital media developments

Requirements

- Minimum 4 years of proven work experience as a digital media specialist or digital marketing manager
- For Web design and content development: Solid knowledge of WordPress, Google Analytics. Knowledge of WPEngine, Avada Theme, Fusion Builder tools, HTML, or JavaScript/jQuery a plus.
- For video and content creation: Solid knowledge of Illustrator, Photoshop, and Camtasia or other media editing software. Knowledge of Adobe InDesign a plus.
- Experience with visual communication principles
- Familiarity with web design and content management systems
- Excellent analytical and project management skills
- An ability to multitask and perform under tight deadlines
- Strong verbal and written communication skills
- BSc degree in Marketing, Digital media or relevant field
- Additional qualification in web design or animation is a plus

Invicara.com

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