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## Digital Marketing Manager

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**Reports to:** Associate Director of Marketing

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**Summary:**

The Digital Marketing Manager is a dynamic marketer who thrives in a fast-paced, high-volume environment and is a professional who works collaboratively with a diverse group of marketing and communications managers to create and manage cross-organizational, integrated marketing strategies. The Digital Marketing Manager will oversee and manage online promotional strategies, report on electronic efforts, write dynamic and SEO-optimized copy for the web and recommend improvements based on analysis of marketing, sales and competitive data. Keys to the success of this position are: organization, flexibility, diplomacy, project management and the ability to work independently and concurrently with internal clients.

The Digital Marketing Manager will have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. The Digital Marketing Manager will work with the marketing and communications team, supporting teams (such as programmers, web developers, IT) and vendors to launch campaigns on time and on budget. In addition, the role of the Digital Marketing Manager is to plan, develop and execute the digital marketing strategy based on data analyses to increase brand awareness, visibility, prospect engagement and lead generation. The Digital Marketing Manager will implement, manage and optimize all marketing technology systems. This role will enable, launch, support, track and report on promotional activities, results, learning and recommendations for marketing similar products and services in the future.

**Key Responsibilities:**

- Collaborate with Marketing Communications team to deliver high-performing marketing campaigns across all digital platforms.
- Assist in brainstorming, building and managing of all marketing plans in regard to digital avenues and work to streamline and globalize all efforts cross-departmentally.
- Keep up to date on new marketing trends and best practices, particularly related to digital marketing (e.g., Google Analytics, SEO, marketing automation) to share with Marketing Communications team in an effort to improve promotions and processes, where applicable.
- Work with the Marketing Communications team to manage web content quality assurance efforts throughout entire site.
- Work cross-departmentally to maintain tools and serve as a project manager to effectively implement and manage delivery of web content.



- Work cross-departmentally with SHM web development teams to ensure proper execution of SEO, UX, site architecture and brand consistency.
- Work with Marketing Managers to develop key performance digital marketing indicators and implementing reporting tools to ensure that online activity is meeting business objectives.
- Manage all SHM analytics software, including but not limited to, Google Analytics, Lucky Orange and more.
- Serve as system administrator for all marketing technologies (e.g., email automation systems, website CMS, survey platforms, etc.)

#### **Required Qualifications:**

- Bachelor's degree or higher in marketing or a related field, with a minimum of 2-3 years of experience executing related digital marketing tactics.
- Proven experience in Google Analytics, Google AdWords, Social Media Advertising, web design and email marketing.
- Working knowledge of website CMS systems, HTML, CSS
- Highly proficient in Microsoft Excel, including pivot tables
- Experience working in an in-house and/or agency setting
- Solid understanding of campaign tracking
- Strong skills in analytics and building reports; ability to analyze data and identify trends and performance drivers
- Highly organized, proactive, self-motivated, positive attitude and team player

#### **About SHM:**

The Society of Hospital Medicine (SHM), a nonprofit membership association, is the largest organization in the nation representing hospitalists and the practice of hospital medicine. It is our mission to promote the highest quality care for hospitalized patients, as well as provide opportunities and support to hospitalists. We are committed to enhancing the practice of hospital medicine by promoting education, research and advocacy.

SHM provides ongoing education and industry updates through its publications, *The Hospitalist* and the *Journal of Hospital Medicine*. SHM also provides a forum for professional networking and education through its annual conference and other events. Located in Philadelphia, SHM employs approximately 60 employees.