



DIGITAL MARKETING MANAGER

Status: Full Time

Compensation: Based on experience, generous profit-sharing program + bonus opportunities.

Benefits: Health, dental + vision insurance, Simple IRA with 3% match, responsible time off (unlimited), cell phone reimbursement plans + professional development training allowance.

Location: Headquartered in Fort Collins, Colo. with remote, hybrid, and flexible work arrangements for Colorado-based candidates.

About WildRock: Established in 2012, WildRock is an award-winning boutique, public relations, and marketing firm that rocks results. We offer superior strategies, more imagination, solid media relationships, and relentless execution. Our vision is to make our clients ridiculously happy! Our philosophy is simple, work hard, play hard. Get the job done and have fun while doing it. We are professional, positive, and collaborative individuals who respect others, embrace change, and are wildly creative! Team members take responsibility for both achieving individual performance expectations and supporting each other to achieve shared outcomes and we are dedicated to building a robust, high-performing team to move with intention and focus as we continue to set the bar for excellence.

Our Purpose: We create a culture where people thrive. We have a profitable, value-driven work environment for our team with innovative offerings. With a genuine enthusiasm for building wildly successful brands, we help clients achieve Rockstar results.

Performance Expectations

WildRock is looking for a full-time digital marketing manager to lead marketing efforts for our business-to-consumer and business-to-business clients using the latest digital tools. With a strong grasp of integrated and aggressive digital marketing campaigns, this position will develop, implement, track and optimize campaigns across all digital channels with a focus on exceeding client objectives and goals.

From concept to execution, the digital marketing manager will work with internal team members, direct reports, clients and vendors to promote products and services through social media (content and advertising), email marketing, SEO/SEM and website/online promotions. Tech-savvy with a customer-service orientation, this position also has skills in content strategy, graphic design, and presentation of creative ideas by applying channel fanbase and engagement growth strategies that drive ROI.

Staying current on digital marketing tools and trends, the digital marketing manager will measure the performance of efforts to meet client goals, optimize for user funnels, and leverage A/B testing to keep strategies up to date. This role supports all other roles within the company as a trusted producer of our product. We expect this teammate to bring insightful feedback, new ideas and innovative strategies to impact our customers every day. Working in a collaborative space, this person should integrate into our high-performing team and contribute on every level.



Professional Competencies

Strategic thinking, solutions-oriented, creative, organized, prompt, detail-oriented, project management skills, customer service orientation with conflict resolution skills, and a natural relationship builder. Excellent verbal and interpersonal communication, active listening, and the ability to delegate/coordinate tasks with others. Superior business acumen with a team approach to problem-solving and able to thrive in a group environment. Team leadership and motivation. Budgeting and budget management as well as resource management (including consultants and outside vendors).

Conditions of Employment

Full time (40 hours per week/some weeks may be more), willing to travel, reliable transportation.

Required Experience/Proven Track Record In

- Account Leadership + strategic planning:
 - Leads account teams and direct reports to deliver large, complex projects while providing strategic direction to stakeholders and peers.
 - Establishes senior-level client relationships and leads executive-level presentations.
 - Demonstrates strategic success in brand development, digital marketing, and internal/external communications.
 - Ensures that project expectations are driving towards strategic objectives and client-based key performance indicators, resulting in client retention.
 - Builds highly effective and efficient account teams consisting of marketing and communications professionals.
 - Has a deep expertise in client brands and products.
 - Owns budgeting and resource planning.
 - Translates client business needs into strategies with a solution-oriented, results-driven focus through promotions, campaigns, and announcements.
 - Develops detailed reporting and data analysis on success on account objectives
- Digital marketing:
 - Social media management and strategy, both with content and advertising, for Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube and other up and coming platforms.
 - Experience running successful campaigns with proven results in both B2B and B2C industries.
 - Email marketing/CRM programs, including but not limited to MailChimp and Constant Contact, HubSpot, and Marketo, and the ability to grow email lists, remarket, and integrate into larger, digital and lead generation strategies.
 - SEO content strategy and plug-ins, including back-end coding of title, meta tags and keywords as well as integrations with programs such as Google Console.
 - Technical implementation of SEO best practices including meta, H1, H2 profiles with a track record of improving rankings.
 - Familiarity with SEO tools like AHREFS, Google Search Console, SEM Rush, RankMath, and Yoast.
 - SEM/PPC including Google Ads and Bing/Yahoo! content and execution.
 - Strong knowledge and documented successes with SEM and PPC practices for Google Ads and Bing/Yahoo! content and execution.



- Planning, execution, and optimization of PPC and SEM campaigns.
 - Ability to define and test audience attributes in an A/B environment.
 - Capable of building large UTM tracking parameters.
- Website marketing, including the use of microsites, landing pages and blogs, as well as CRMs, plug-ins and light coding to keep content up to date.
 - Experience with WordPress for front end and UX design.
 - Knowledge of HTML and CSS markup required.
 - Optimized and effective implementation of plugins, API's and themes.
- Familiar with setting up and operating marketing automation tools.
- Photo editing, video creation and editing.
- Drafts compelling copy and strong calls to action.
- Campaign management:
 - Develop and implement digital and lead generation strategies for clients, including research, identification of target audiences and personas.
 - Keyword optimized blogs, content strategies and content writing ability for diverse industries, technical and consumer.
 - End-to-end management of digital projects and campaigns, including graphic and content creation, video creation and editing, execution, tracking, pivots, budgeting and reporting.
 - Advanced skills in Adobe Creative Suite programs as well as Canva.
- Client relations:
 - Agency experience with the ability to effectively present social media and digital strategies to clients and field questions on the fly.
 - Client relations: build and manage strategic client relationships, client agendas, client recruitment/retention, including upsell opportunities as well as contributing to business development opportunities.
 - Highly collaborative with team members, clients and vendors.
 - Ability to manage client expectations and balance complex projects and multiple deadlines, budgets and campaign goals and produce monthly reports to showcase results.
- Account + Project Management + General:
 - Strong demonstration of building and managing strategic client relationships, leading or helping support client communications when needed.
 - Creating client agendas with valuable insight and relevant updates, supporting client recruitment/retention through consistently high performance, managing expectations and resetting as needed, seeking out upsell/growth opportunities, balancing multiple accounts with ease and developing performance reports showcasing results.
 - Familiarity with project management tools like Monday.com, Asana, and Harvest.
 - Strong knowledge of MS Office products including intermediate use of Excel for data analysis.
 - Solid grasp of Adobe Creative Suite to include Illustrator, Photoshop, Lightroom, and InDesign.
 - Understanding of Google Data studio, DashThis, and other visual reporting tools.
- Business Development:



- Supporting new business development activities including research, potential new client communications, presentations with excellent communication and sales skills, proposal development, RFP creation, contracts, etc., seeking out and presenting new leads/RFP to the management team, plus the proven ability to identify client needs through the discovery process as well as ensure WildRock's success on proposed deliverables based on track record and capabilities.
- Digital expert:
 - Stay up to date with the latest in digital marketing trends and best practices including regular attendance at large conferences, webinars and other learning/networking opportunities.
 - Provide insights to team members and clients, optimize campaigns based on insights through our internal WildRock University educational program.
 - Provide thought leadership and recommendations for new technology adoption, as appropriate.
- Strong Preference for:
 - Facebook BluePrint certification.
 - Google Ads certification.
 - Google Analytics certification.
 - HubSpot certification.

We're looking for people with at least 5-8+ years of experience in digital marketing, specifically those with agency experience.

Please submit the following by email, no calls please

- Cover letter (info@wildrockpr.com)
- Resume
- Portfolio (link preferred)
- References