



Job Description – *Digital Media Strategist*

Overview: Our Digital Media Strategist is truly a person who is not afraid to go where no woman or man has gone before! This person leads our digital media efforts on behalf of the company and our clients. She/He likes to constantly learn the latest digital marketing solutions available to our clients! What's more, is that she/he is effective at and enjoys implementing these new and worthy processes into our culture. Basically, our Digital Media Strategist is one of our rocks!

Job Specifics:

- 20 Hours/week - with the potential of growing to full time
- Flexible work schedule
- Pay based on experience

Qualifications/Skills:

- Degree in Digital Communications, Digital Media, Journalism, or Marketing
- In-depth knowledge of the digital media industry and its trends, including, but not limited to:
 - Landing pages / Websites
 - Facebook Ads
 - Google AdWords and Analytics (minimum)
 - Email
 - Blogging
 - Linked In
 - YouTube
 - Top trending social media platforms and opportunities
- Collaboration
- Problem Solver
- High-level communicator
- Can-do attitude

Specific Duties:

- Abide by the Hookd Core Values
- Participate in team creative processes from concept to completion
- Fulfill all client and in-house digital media needs including, but not limited to:
 - Landing Page (and basic website) creation and implementation
 - Create, implement, and manage:
 - Facebook Ad campaigns
 - Google Ads campaigns (Search and Display Networks)
 - Email campaigns
 - Linked In campaigns
 - Blogging
 - YouTube Channels

- Generate monthly client results reports
- Attend weekly staff meetings
- Work in or out of office as needed
- Attend client/prospect visits and meetings as needed
- Any additional duties as assigned by the Owner