



<https://www.premierpersonnelgroup.com/find-a-job/digital-marketing-specialist/>

## Digital Marketing Specialist

### Description

Join an industry-leading organization and play a key role in driving the digital marketing success of multiple brands.

We are seeking a highly organized, detail-oriented and motivated **Digital Marketing Specialist** to support and execute a wide range of digital marketing initiatives. Reporting to the Digital Marketing Supervisor, this role will be responsible for website management, email marketing, SEO/GEO initiatives, analytics and tags, social media support and CRM-related activities across multiple brands.

The ideal candidate is a self-starter with strong technical and analytical skills, excellent project management abilities and a passion for digital marketing. Success in this role requires the ability to manage multiple priorities simultaneously, maintain a high level of accuracy and collaborate effectively across departments in a fast-paced environment.

If you are looking for an opportunity to grow your digital marketing career while making a measurable impact, we encourage you to apply

### Responsibilities

#### Website & Content Management (35%)

- Manage website content and updates for multiple brands utilizing WordPress and Sitefinity CMS platforms.
- Create, edit and publish web content using HTML and CSS.
- Maintain website accuracy, functionality and brand consistency.
- Coordinate website enhancements and support ongoing optimization initiatives.
- Perform quality assurance reviews to ensure content accuracy and proper functionality.

#### Email Marketing & CRM Management (20%)

- Manage and execute email marketing campaigns through Salesforce Marketing Cloud.
- Coordinate email deployments across multiple brands.
- Conduct quality assurance reviews of email content, audience lists, links, personalization and test sends prior to deployment.
- Monitor campaign performance and provide recommendations for improvement.
- Support CRM and database management initiatives.

#### Search Engine Optimization (SEO) & Generative Engine Optimization (GEO) (30%)

- Support technical SEO and GEO initiatives across multiple websites.
- Collaborate with internal stakeholders and external agencies to identify and implement optimization opportunities.

### Hiring organization

Premier Personnel Group

### Employment Type

Full-time

### Beginning of employment

ASAP

### Duration of employment

Full Time

### Industry

residential home heating oil, propane, air conditioning, gas and plumbing services

### Job Location

South Plainfield

### Base Salary

\$ 70 - \$ 75

- Perform website audits, keyword research, metadata optimization, schema implementation and content recommendations.
- Monitor search performance and emerging AI-driven search trends.

### **Social Media Support (5%)**

- Identify opportunities to increase engagement, visibility and audience growth.
- Create SEO- and GEO-friendly video titles, descriptions, tags and supporting content.

### **Directory & Local Listing Management (5%)**

- Maintain and optimize local business listings across platforms including Google Business Profile, Yelp, Angi and other directories.
- Ensure consistency of company information across all listings.
- Monitor listing performance and resolve discrepancies.

### **Team Collaboration & Project Management (5%)**

- Coordinate digital marketing projects with internal departments and external partners.
- Support updates to the company intranet and other internal communication platforms.
- Maintain project timelines and ensure deadlines are met.
- Contribute to team initiatives and provide support on additional marketing projects as needed.

### **Qualifications**

- Bachelor's degree in Marketing, Communications, Business, or related field, or equivalent work experience.
- 3+ years of digital marketing experience.
- Experience with WordPress, Sitefinity, or other content management systems.
- Working knowledge of HTML and CSS
- Experience with Google Analytics, Google Search Console and other digital marketing reporting tools.
- Understanding and utilization of SEO best practices and website optimization techniques.
- Strong proficiency in Microsoft Office, particularly Excel.
- Excellent organizational, project management and time management skills.
- Strong attention to detail and commitment to accuracy.
- Ability to manage multiple projects simultaneously while meeting deadlines.
- Strong written and verbal communication skills.

### **Preferred**

- Experience with Salesforce Marketing Cloud.
- Familiarity with CRM platforms and customer databases.
- Experience managing local business listings.

### **Job Benefits**

Your hard work and professional dedication will be rewarded with a competitive compensation and benefits package, including:

Medical coverage

Dental coverage

Retirement Savings

Plus more!