

Job Title: Digital Marketing Specialist

Reports To: Marketing Communications Manager

Department: Product Management and Marketing

Updated: May 6, 2020

Summary

REcolorado is the largest multiple listing service in Colorado, serving more than 25,000 real estate professionals across the state. We offer products and services real estate pros rely on to run their businesses, as well as public-facing tools for homebuyers and sellers, which include a home search site, REcolorado.com, and the REcolorado App.

We are looking for an experienced, motivated, and enthusiastic Digital Marketing Specialist who will be responsible for leading the company's consumer advertising, as well as product marketing for REcolorado.com and the REcolorado App. The Digital Marketing Specialist will have a broad set of responsibilities including developing and executing multi-channel marketing campaigns (Google Ads, social media, etc.) for our subscriber and consumer-facing products, monitoring campaigns to ensure success, writing and editing blog posts, eblasts, ads, and website content, managing social media channels, and designing print and digital materials, collateral, and advertisements. The Digital Marketing Specialist will also execute our consumer advertising campaign, which includes managing advertising partnerships, and overseeing search engine optimization for REcolorado.com.

Reporting to the Sr. Marketing Communications Manager, this is a highly visible position that, while wearing many hats, will have the opportunity to work both independently and with cross-functional teams.

Due to the coronavirus, the job will start working remotely, but long term the expectation is the position will be located in the REcolorado office in Greenwood Village, CO.

The ideal person for this position:

- Is a stickler for details with strong writing and proofreading skills.
- Has excellent verbal communication skills.
- Is a strategic thinker with experience creating content for campaigns, email, social media, advertorials, and blog posts aimed at driving online visibility, conversations, and user engagement.
- Has excellent interpersonal and organizational skills that have been used to develop and maintain an editorial calendar for content marketing, advertising, and social media.
- Has worked in WordPress and other CMS to post and manage website content.

- Has successfully managed partnerships with vendors and partners to execute advertising campaigns.
- Is comfortable with a broad range of SEO elements, from content strategy, to technical SEO, to link-building, and everything in the middle.
- Understands strategies for driving engagement through social media campaigns using Hootsuite, Twitter, LinkedIn, Facebook, Pinterest, Instagram, and YouTube.
- Has a firm grasp of the Adobe Creative suite and the ability to create print and digital ads, flyers, brochures, graphics, infographics, and images.
- Is a brand ambassador who will ensure brand integrity based upon REcolorado brand standards.
- Is skilled at seeing marketing-communications projects and campaigns through from beginning to end, while building enthusiasm and support.
- Wants to stay up to date on new tools and how other MLSs and companies are using them.

Desired Skill and Experience

- **Education:** Undergraduate degree from accredited institution in Marketing, Public Relations, Business, Marketing, or related program of study.
- **Professional Experience:** 5 years of professional experience in marketing and public relations with a focus on digital communications, integrated digital marketing planning, campaign development, execution and analysis, with 1-3 years of experience in Search Engine Optimization (SEO)
- **Content Management:** Experience with HTML coding and Content Management Systems (CMS) including WordPress.
- **Social Media Marketing:** In-depth knowledge of digital marketing communication methods and best practices, and experience using social media platforms including Hootsuite, Twitter, Facebook, Pinterest, Instagram, LinkedIn, and YouTube.
- **Search Engine Marketing:** Knowledge of Search Engine Marketing (SEM) and experience with paid search across platforms like AdWords, Bing, Facebook, LinkedIn, Twitter, Pinterest, and retargeting programs.
- **Graphic Design:** Working knowledge of Adobe Creative Suite, with Adobe Photoshop and Adobe Illustrator, with expert-level knowledge of Microsoft Office programs.
- **Content:** Ability to write original content in an engaging manner for a variety of outlets, including ad copy, website, and social media posts, while maintaining consistency in voice and style. Knowledgeable on Associated Press Style/Chicago Manual of Style standards.
- **Analytics:** Ability to monitor analytics and Key Performance Indicators (KPIs) to track campaign success and improve effectiveness.
- **Teamwork:** Ability to manage internal customers, vendors, partners, deadlines and changing priorities, while working across functional teams to gain buy-in from multiple

stakeholders.

Tell us why you're right for us!

Send your resume and/or link to your site, social media URLs, and cover letter to dshiple@REcolorado.com. We will accept applications until June 5, 2020 or until we find the perfect person. If you seem like the right fit, we will contact you for an interview. Thank you for your interest in REcolorado.