



JUNIOR DIGITAL STRATEGIST Job Listing

Summary/Objective:

As our Junior Digital Strategist, you'll collaborate with our marketing and engineering teams to strategize and optimize our SEO approach. Your work will be seen and used by millions and should aim to have a lasting impact on all our website visitors. We value initiative, leadership, and original thinking and are eager to see what concepts and ideas you bring to the table and implement.

Responsibilities:

- Analyze usability, conversion rate, and SEO reports to identify new opportunities to reach potential customers.
- Understand Leadpages/Clickfunnels as well as email marketing.
- Be creative, conceptual, and imaginative in nature.
- Have a knack for data. Understand how to translate data and how to strategize new approaches to improve KPIs.
- Maintain and update layouts, pages, links, and more for our sites.
- Create engaging and effective solutions that seamlessly guide customers from research to the shopping cart.
- Work closely with developers throughout the implementation process.
- Be an effective communicator. Listen, learn, and engage with customers and co-workers.
- Maintain professional and friendly communications. Whether over the phone, over email, or in-person, we want to ensure vendors and team members receive the best, courteous, service possible.
- Conduct research and analyze the competition. When it comes to sleep, there are many options out there. We need you to study what's good and what's bad about our competitors' designs and marketing to help us better showcase our unique offerings.
- Be a team player. We're a small but powerful team. Team support and engagement is expected from all of our employees.



Qualifications:

- Have a strong understanding of the latest CMS tools, concepts, and technologies.
- Ability to design, present, and implement effective SEO/SEM management solutions that optimize conversion rates.
- Have a passion for metrics, analytics, A/B testing, and segmentation.
- Ability to put yourself in the customer's shoes and come up with ideas that are relevant and enticing.
- General knowledge and experience across the entire marketing spectrum.
- Have a highly creative mind with impeccable taste.
- Have thick skin. Know how to accept advice or critiques, of your work, and how to implement improvements.
- Analytical with experience building advanced formulas in Excel. Google Analytics proficiency is a plus.
- Highly organized and detailed oriented.
- Punctual work ethic with a "can-do" mentality.
- Skilled with cloud applications, office technology, and CMS platforms.
- Active learner who loves finding ways to improve your skills.
- Must be flexible and adaptable in order to anticipate changing customer needs and interests.
- Proficient in multitasking, so you can successfully engage multiple tasks at a time.
- Be comfortable working in a fast-paced environment.

Requirements:

- At least 2 years of experience with SEO/SEM optimization and conversion rate optimization.
- Strong experience maintaining and updating content with a CMS like WordPress.
- General knowledge of digital strategy, marketing, and UX design.
- Strong experience in Clickfunnels, Leadpages, ActiveCampaign, Convertkit or similar softwares.



WISE
Advise + Assist Team

Additional Information

Supervisory Responsibility: This position has no supervisory responsibilities.

Work Environment: This job operates in a virtual, office setting. This position is primarily sedentary in a climate controlled office with little exposure to environmental hazards.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This is largely a sedentary role. The employee is frequently required to sit for long periods of time.

Position Type and Expected Hours of Work: This is a hourly, contract position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Occasional evening and weekend work may be required as job duties demand.

Other Duties: Please note this job listing is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.