



## Job Posting

**Location:** Kirkland, WA

**Job title:** Digital Marketing Specialist

**Reports To:** Web Marketing Manager

**Type of Position:**

Exempt, full-time

**Salary:**

DOE

**Posting Period:**

Until position filled

**Purpose of Position:**

The Digital Marketing Specialist is responsible for social media support, online reputation management, email marketing campaigns, website maintenance, and web content development.

**Responsibilities:**

Support a fast-paced corporate marketing team with the delivery of a robust social media channel, reputation-enhancing online presence, effective email marketing, well-maintained website, and accurate web content. Responsibilities include, but are not limited to:

Social Media & Online Reputation

- Work with marketing team to strategize, plan and create relevant and engaging social media content
- Monitor daily, weekly and quarterly for social media sentiment and brand positioning
- Analyze, review, and report on effectiveness of social media tactics and campaigns in an effort to maximize results
- Monitor and track online reviews and mentions

Email Marketing

- Develop email campaigns based on direct mail and overall marketing objectives
- Edit copy and code for email campaigns
- Coordinate list targeting and pull recipient lists
- Compile monthly reports of email campaign results

Website Maintenance

- Maintain corporate websites, assuring information is up-to-date, accurate and grammatically correct
- Edit and post content for websites
- Implement Search Engine Optimization recommendations to increase organic website traffic
- Compile monthly reports on website activity

Additional Marketing Support Responsibilities as Assigned

**Preferred Qualifications:**

- 2-3 years of digital marketing experience.
- Experience in implementing social media tactics and acting as a brand advocate on social platforms
- Excellent written and proofreading skills required. Experience with copywriting or business writing preferred.
- Proficiency with HTML and CSS required. Experience with Wordpress and Adobe products preferred.
- Exceptional organization skills with attention to detail and accuracy. Highly productive and able to prioritize multiple tasks.
- Strong PC skills and a high comfort level with learning new systems & software programs. Good working knowledge of MS Office products: Word, Excel, PowerPoint, Project.
- Willingness and ability to quickly learn and understand Wave's products, markets and customers. Experience

or knowledge of the cable industry desired, but not required.

- Degree related to marketing/advertising, journalism/writing, web development/ecommerce, or equivalent experience, preferred.

**Diverse Workforce / EEO:**

Wave recognizes and strongly supports the benefits of a diverse workforce, and strives to provide a culture that recognizes the unique contributions of each of our employees. Wave requires a drug test, background check, employment and education verification as conditions of employment. Wave Broadband is an equal opportunity employer and will consider all qualified candidates regardless of race, color, religion, national origin, gender, age, marital status, veteran status, and the presence of a non-job related handicap or disability, or any other legally protected status.

**To Apply:** Interested candidates may send a cover letter and resume to [hrmgr@wavebroadband.com](mailto:hrmgr@wavebroadband.com) (please include the job title and location of the position applied for in the subject line of your email)