



Digital Marketing Strategist

Team: Marketing & Creative Department

Reports to: Marketing & Creative Director

Company: With locations in Kansas City and St. Louis, Centriq Training is a technology training company invested in developing and supporting the IT workforce in the Midwest. We train IT Professionals from over 450 companies on Microsoft, Cisco, CompTIA, ITIL, Security, and more. Our 4 Month IT Career Program prepares individuals who want to begin a new technology career. Please visit our website @ www.centriq.com.

Description: The Digital Marketing Strategist will coordinate our various digital mediums and assist our company in reaching specific goals. The Digital Marketing Strategist will be tasked with analyzing user experience data, initiating digital projects, reporting on planned and current strategies, leading effective digital marketing strategies, and ensuring projects are executed within budget. This position plays a pivotal role in growing our business, customer base, and improving user experience, and who will embrace Centriq's Core Values:

Communication
Empowerment
No Student Left Behind
Teamwork
Recognition
Innovation
Quality

Responsibilities:

- Evaluate and implement improvements on digital strategy
- Research the latest digital tools and interactive trends
- Manage processes and workflows within digital marketing platforms
- Partner with agencies for SEO and SEM initiatives
- Create integrated and cost-effective digital strategies
- Analyze and report on digital campaigns
- Analyze customer and user data
- Measure, prepare and present reports pulled from Google Analytics, HubSpot, WordPress and other marketing platforms

- Design and implement web pages within the WordPress platform
- Engage with vendors, sales staff, and management team

Requirements:

- Degree in Advertising, Marketing, Communications, or similar field or 3-5 years digital strategist experience
- Excellent writing and verbal communication skills
- Firm grasp on emerging digital tools
- Flexibility and ability to work on multiple projects simultaneously
- Thorough understanding of digital touch points
- Excellent interpersonal skills
- Understanding of web analytics, Google platforms (Tag Manager, Search Console, and Google analytics)
- Familiarity with CRM, HubSpot preferred
- Basic working knowledge of WordPress and Adobe Creative Suite (InDesign, Illustrator, and Photoshop)
- Possess broad knowledge of best digital practices

Perks and Benefits:

- Competitive Salary
- Health
- Dental
- Vision
- Prescription Drug
- Flexible Spending Accounts
- Life Insurance
- 401(k)
- Company gatherings and social events