

Job Posting for Client-Based Marketing Specialist

Company: SEO Ann Arbor

Position: Client-Based Marketing / SEO Specialist

Summary

We are looking for a highly motivated, outgoing person to help develop and maintain graphic and textual marketing materials for our clients' websites. Your duties would include client interaction, market research, campaign development, page layout, graphic design, data interpretation, and a relentless commitment to improvement. You must have excellent attention to detail, as well as organizational, analytical, and communication skills.

Visit <http://seoannarbor.com> to learn more about us.

Key Responsibilities:

- **Target Client Identification:** Work in cooperation with clients to develop descriptions of their target markets, the pains and problems of those target markets, and solutions provided by client.
- **Campaign Preparation:** Work in cooperation with clients to locate or create empathetic photos and taglines for target markets. Lay out appealing web-pages using those materials. Reviews and adjust results based on client feedback. Develop no-risk or low-risk offers for target markets to motivate prospects to provide contact information.
- **Campaign Monitoring:** Monitor response data (opt-ins, likes, emails, web-visits, etc.) to verify effectiveness of campaigns. Adjust campaign materials based on data. Keep clients informed and actively involved in campaigns.

Required Experience and Skill-set:

- Analytical skills and the ability to translate and present results to the client
- Excellent organizational skills - ability to self-organize and prioritize tasks
- Proven time management skills - ability to work independently and in a team environment while handling multiple ongoing tasks with rapidly changing priorities.
- Excellent, concise written communication skills
- Ability to identify effective graphical materials
- Basic understanding of web design
- Strong relationship-building skills

Bonus Points for abilities in:

- Basic HTML and CSS, Dreamweaver, Photoshop or graphic editing software
- Content creation (blogging, web writing, social media)

What it takes to be successful at SEO Ann Arbor:

We have a high competence entrepreneurial culture. We value your expertise and expect you to set high standards for yourself and others. We encourage debate, but we don't believe we must have consensus on all decisions. To be successful here, you should be someone who:

- Does whatever it takes to do the job and works to be on top of their game.
- Is focused; can turn off distractions and socializing, but still likes to have fun.
- Is motivated to go above and beyond the call of duty without being told.
- Can produce error-free work under tight deadlines.
- Is comfortable working on their own and can quickly learn expectations.

Interested candidates should submit their resume in PDF format via email to jobs@nsgroupllc.com.

Qualified candidates will be contacted to arrange a time for an interview.

Please do not call to inquire – all questions should be directed to jobs@nsgroupllc.com.