



JOB TITLE: Digital Marketing Specialist

LOCATION: Alexandria, VA

REPORTS TO: Director of Marketing

FLSA POSITION TYPE: Full Time, Salary Non-Exempt

POSITION SUMMARY

The Digital Marketing Specialist at Aslin Beer Company is part of the growing Marketing team responsible for developing insightful reports on our digital channels and managing our website CMS, SEO efforts, paid digital advertising, and email marketing campaigns. We are looking for someone with an understanding of marketing analytics who has experience and a passion for working with a team to improve marketing strategies and tactics across digital channels.

At Aslin Beer Company,

- We believe fun comes from experimentation.
- We believe uniform aesthetics are lazy.
- We believe everyone should be able to tell their version of our story.
- We believe innovation is not possible without experimentation.
- We believe our success depends on our willingness to explore.
- We believe quality is our responsibility.
- We believe beer is our product but the experience is our brand.
- We don't believe in the status quo.

Sound like you? Let us know! Submit your resume today.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Monitor social engagement and performance on an ongoing basis to guide social strategy optimization, and be able to articulate the reason for strategy decisions to the greater team in a compelling manner.
- Compile regular performance reports paired with tangible insights gleaned from the data.
- Help define marketing KPIs and performance metrics, based on historical results and industry benchmarks.
- Work with Marketing team including graphics, photo/video, and social media staff to develop creative assets and content tailored to digital platforms and provide feedback on those assets based on ongoing testing and findings.
- Report on activities to help shape and drive content moving forward.
- Identify target audience and grow our email list
- Design and implement direct email marketing campaigns
- Write newsletters including all company updates
- Upgrade our email templates using graphics, personalization and advanced features

- Create email databases for lead generation
- Implement Google Analytics, Facebook Pixel & ad platform tracking (Google Ads, Facebook Ads, etc.)
- Build cross-platform dashboards & reporting views to display campaign performance.
- Leverage on-and-offline tools to carry out analysis and maximize efficiency and effectiveness of Organic and Paid Media accounts.
- Execute and analyze website User Experience (UX) testing to improve website performance.
- Pull insights to help all teams create a more impactful user/guest experience.
- Manage social media Pay-Per-Click (PPC) campaigns.
- Improve the quality of SEM campaigns with improvement on reporting of defined overall company objectives.
- Monitor digital trends, emerging technologies, and risks.
- Regularly provide feedback and insights gained in support of business objectives.
- Develop web measurement strategies and reporting of key business metrics.
- Monitor website, social media pages, and campaigns, and analyze key metrics and optimization results.
- Drive continuous optimization across all platforms. Continually measure, monitor and drive improvement in program approaches; employ industry best practices and look for opportunities to increase effectiveness.

IMPORTANT SKILLS & ABILITIES:

- Advanced website content management skills and analytics (Wix a plus)
- Proficiency with Excel and/or Google Sheets
- Understanding of search engine optimization strategy and tactics
- Passion for digital marketing, analytics, and advertising
- Strong understanding of social media and website KPIs
- Ability to demonstrate analytical skills, technical knowledge, and attention to detail
- Proven experience as a social media and/or digital strategist who is able to increase brand awareness, followers, and impressions
- Excellent written and verbal communication skills
- Eagerness to deliver under tight deadlines
- Outstanding time management and organization skills
- The ability to work solo and with a team as needed
- The ability to accept constructive criticism in a professional manner and to learn from edits
- Comfort with constant personal and professional growth

THE IDEAL CANDIDATE WILL POSSESS:

- Bachelor's in Marketing, Business, Economics, Finance or related field, required
- 3+ years of experience utilizing multiple social media platforms for business with excellent knowledge of analytics and reporting
- 2+ years of experience using web analytics & tracking tools including Google Analytics in a professional environment
- Advanced knowledge of website content management platforms (Wix a plus)
- Ability to work evenings, weekends and holidays as needed

BENEFITS:

- Medical, Dental, & Vision benefits
- 401K with match
- Paid Time Off
- Discounted merchandise
- Discounted beer