



Digital Marketing Assistant - Job Description

Title: Digital Marketer

Reports To: VP of Marketing

Collaborates With: Online Merchandiser, Art Director, Video Editor, Others

Hours: Full Time, 9-6 Mon-Friday

Remuneration: \$15-\$25 / hour

General Description: The Digital Marketer’s position at National Nutrition is a dynamic and challenging post that is fast paced and varied. You will be challenged on a daily basis and required to effectively use your training and experience to maximize our use of our digital marketing tools to maximize our reach and sales.

Expected Professional Skills - You are expected to have a command of each of the professional skills below:

- Nutritional Consulting	- Professional Standards
- Product Knowledge	- Research Skills
- Effective Verbal and Written Communication	- Office Computer Skills
- SEO	- Social Media
- Technical Writing	- Email Marketing

Expected Personal Skills - You are expected to have a command of each of the traits below.

- Positive	- Creative
- Adaptable	- Confident
- Energetic	- Enthusiastic
- Cooperative	- Intuitive
- Professional	- Enterprising
- Motivated	- Resourceful
- Motivational	- Flexible

Responsibilities

Program	Outcome	Details
Content	Articles and Video	<ul style="list-style-type: none"> - Edit articles maintaining style - Post articles on website - Launch articles on SM - Lead recipe project, write as needed, post recipes - Work with naturopathic team on article topics

Newsletter	Monthly online newsletter	- Edit and create content for online newsletter for subscribers
SEO	Optimized key worded content	- Develop, maintain and monitor key worded content - Write key worded text
Online Merchandising	Optimized text and placement of ads	- Participate in on-site merchandising such as ad placement, text for ads.
PPC	Plan, manage, monitor, analyze and update PPC campaigns resulting in increased sales and conversions.	Achieve through: - Reorganization of current campaign - Creation of appealing ads - Creation and use of landing pages
Landing Pages	Compelling landing pages that optimize sales	- Creation of the text for landing pages - The purpose of landing pages are to create appealing and focused content for specific products, categories or brands for use in our SEO, and paid search programs. - In conjunction with the VP of Marketing, a plan will be developed for the theme of the landing page, its design, execution, launch and promotion.
Shopping Engines	Daily operations relating to shopping engine feeds. *Starts Spring 2014	- Magento submission feed - Amazon merchant connect - Other shopping engines
Online Identity	Improve and increase presence on online directories, listings, and bulletin boards.	- Submission and maintenance of business listings on various online directories (YP, Yelp, Google etc) - Respond to comments
Banner Campaigns	On and off site banner ads	- Creation of text for banner ads - Placement on and off site - Analysis of results, and corresponding modifications
Affiliate and Rewards	Optimized participation	- Assist VP of Marketing with daily operations of Affiliate and Rewards programs - Optimize sign ups
Youtube Channel	Day to day activities of Youtube channel.	- Post videos - Tag for SEO - Respond to comments - Launch new videos on SM
Social Media	Feature video and new product launches.	- Write posts - Post and promote videos on various NN SM sites - Post new product features on various NN SM sites in cooperation with other staff. - Post launched videos on various other appropriate sites.

Press Releases	Compelling press releases	<ul style="list-style-type: none">- Creation of press releases featuring events such as seminars and released to local media for promotion.- Send to various media outlets
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Other responsibilities and / or tasks as needed. Modifications as required by CEO and VP.