



## **Job Description – Online Marketing & Project Manager**

### **Part-Time, Contract Position**

Grapevine Marketing LLC is a rapidly growing marketing and web design agency with locations in Manchester & Portsmouth NH. We are currently looking for a contract-based Online Marketing and Project Manager to add to our team, with the opportunity to transition to part or full-time employment.

The ideal candidate is a self-starting, enthusiastic, and driven professional, looking to further their own career and education with constant innovation. They are comfortable working in a non-traditional environment with a flexible schedule, and want to support company growth by confidently bringing new ideas and a unique perspective to each job. They are comfortable communicating with others in a team environment, and able to work directly with clients.

#### **Required Qualifications and Skills:**

- Excellent project management and communication skills
- Strong attention to detail, and ability to multitask.
- Participation in team and client meetings
- Willingness to continue education/training in emerging areas.
- Experience in web and marketing project management preferred
- Certification in one or more of the following areas preferred:
  - Google Adwords
  - Google Analytics
  - SEO / SEM
  - Inbound Marketing and/or Social Media Marketing
- Candidates should be prepared to show results of past work and performance metrics achieved.
- Expertise in Google Adwords and Facebook Advertising campaign development and management (PPC, content network, related media such as YouTube, etc.)
- Expertise in analyzing campaign performance metrics and conversion metrics to monitor and improve performance.
- Proficiency in Microsoft Office (esp. Word and Excel) and with reporting and tracking tools.

#### **Responsibilities Include:**

- Working together with Marketing & SEO manager, graphic designers, and client team to develop projects and meet deadlines.
  - Includes: providing insight for design of online ads, landing pages, and ad messaging.



- Working with sales and management to develop and improve prospecting, reporting, and proposal development tactics.
- Participation in strategy and concept development meetings.
- Project management, including time tracking, execution of milestones, and ongoing communication with clients.
- Managing all planning and execution of social media, search, and display advertising campaigns, including campaign setup, monitoring, reporting, analysis, optimization, budgeting, keyword and demographic research and targeting.
- Works with management to ensure administrative tasks (IE: billing, payables, creative orders) are managed in a timely fashion
- Participates in company brainstorming sessions to identify new messaging, creative, and strategic opportunities for clients.

Please note, we are only looking for local candidates at this time. Eligible candidate must be able to meet locally in the Portsmouth or Manchester NH area a minimum of once per week.

Agencies will not be considered.

If interested, please email resume and a portfolio of current work to [info@grapevinemktg.com](mailto:info@grapevinemktg.com)