



## DIGITAL COORDINATOR

The Digital Coordinator (DC) is responsible for providing support for paid and organic digital marketing initiatives, including SEM, social, and SEO along with research and reporting. The DC manages day-to-day monitoring, management, and optimization of paid and organic campaigns. The DC works as part of a digital marketing team to support client and FUEL campaigns and initiatives.

List of duties may include but is not limited to the following:

- Manages the day-to-day campaign optimizations for clients under direction of Senior Marketing Strategist; this includes both SEM and paid social initiatives
- Supports ongoing SEO initiatives, including performing audits, identifying key findings, and recommending tactics
- Analyzes metrics across social channels and recommends ways to optimize performance
- Tests and executes client eBlasts
- Assists with reporting and reporting calls
- Executes day-to-day client tasks as assigned by Senior Digital Strategist, including bid adjustments and budgets pacing updates
- Assists with creation of new search and responsive ads
- Responsible for trafficking banner and social ads into the correct campaigns
- Monitors and reports to team key findings or issues
- Understands LinkedIn, Instagram, and Facebook insights, Google Analytics, and other analytics platforms
- Executes ongoing research related to SEM, SEO, and social
- Carry out all duties in accordance with company policies and standards
- Continually be an ambassador of the FUEL brand