



Digital Strategist

ALTOONA / JOHNSTOWN PA

Job Position: Digital Strategist

Description: The Digital Strategist is responsible for supporting the digital sales activity of Forever Media Account Executives.

Responsibilities:

- Coordinates with Account Executives to provide integrated digital and radio marketing solutions for clients
- Develops and executes digital marketing strategies for clients
- Develops and maintains strong working relationships with clients, sales team and management
- Digital campaign setup, optimization and reporting
- Training and digital product support for sales team
- Works proactively to identify problems and craft creative solutions.
- Administrative tasks associated with digital sales including reporting, website maintenance and internal communications and varies duties.

Experience/Qualifications:

- 2-5 Years Marketing experience (Digital Marketing preferred)
- Excellent communication skills
- Ability to work effectively with internal teams and external customers
- Familiarity with digital advertising strategies such as Display Advertising, Search Engine Optimization, Email Marketing and Social Media Advertising.
- Knowledge of various Social Media platforms, best practices and KPIs
- Experience with HTML and/or Wordpress
- Proficient in Microsoft Office and G Suite

If you think you have what it takes to be a member of our **Altoona / Johnstown PA** team, email your resume and cover letter today to: careers@forevermediainc.com

Forever Media, and its affiliates and their Radio Station(s) do not and shall not discriminate, in any manner on the basis of race, ethnicity, religion, gender, or age respecting their recruiting, employment or advertising practices.

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