

Channel Marketing Specialist

Millman Multimedia - Hunt Valley

Millman Multimedia is the parent institution of Nations Photo Lab, Artsy Couture, Pounds Photo Lab, and GreekYearbook. What began as a Baltimore startup with 3 employees has expanded to a team of more than 200 employees across multiple locations in different states. Today, Millman Multimedia continues to grow and develop based on clear company values and strong strategic initiatives.

Job description

Do you thrive in fast-paced environments and get excited to see ROI improve because of your efforts? Then we'd love to talk to you. We're seeking a full-time Channel Marketing Specialist to join our small but mighty team. The Channel Marketing Specialist will have many opportunities to learn about and get hands-on experience in all aspects of marketing. This person will have a high level of responsibility and will report to the Marketing Conversion Manager.

What You'll Be Doing:

- Make ongoing optimizations to paid search accounts
- Develop and execute test-and-learn programs for ad copy, imagery, design, etc. for digital marketing channels
- Come up with creative campaign ideas based on insights and data
- Assist with the creation and maintenance of a brand new affiliate marketing program
- Collaborate with Content Manager and Senior Director of Creative to create an organized plan/schedule for effective Facebook ads and posts
- Perform backlink research, outreach, and analysis
- Maintain high levels of up-to-date knowledge of best practices and strategies in paid social and search media (betas, ad network updates, innovation opportunities, etc.)
- Review and communicate campaign performance regularly through spreadsheets, written summaries, and verbal presentations
- Plan, manage, execute, and report on push notification and SMS marketing channels
- Work towards improving the level of sophistication, accuracy, validity, and creativity of digital measurement strategies
- Conduct competitive & keyword research for paid search and search engine optimization; share ideas with content marketing team
- Perform other duties as assigned

Who We're Looking For:

- A cunning competitor who's always thinking of creative ways to discover, dominate, and reignite channels
- A highly motivated multi-tasker with strong organizational, project management, and time management skills
- A highly analytical data lover and optimizer
- A creative thinker who is prepared to come to the table with solutions
- A great communicator (written and verbal) and relationship builder (internal and external)
- Someone who embraces the concept of change and thrives in a fast paced environment
- A true team player who is flexible, exhibits curiosity and the desire to keep learning

Required Experience

- Bachelor's degree in Marketing or similar degree
- 1-3 years of experience in digital marketing
- Experience managing multiple paid search accounts (for eCommerce companies, a plus)
- Proficient with Microsoft Office products; extremely comfortable with pivot tables and vlookups

Interested candidates should email their resume, cover letter, and writing samples to Rob Sauer at rsauer@millmanmultimedia.com with Channel Marketing Specialist Application as the subject line.