

DIGITAL MARKETING ASSOCIATE

The digital marketing associate is responsible for supporting the marketing and business teams in building and enhancing the Mezrah Consulting brand and supporting digital brand development for the company's three affiliate companies. This role works closely with the marketing manager/director to implement digital strategies, campaigns, and analytics that amplify brand visibility and engagement across all online platforms.

Responsibilities

- Design, update, and maintain digital assets including websites, landing pages, social media graphics, email templates, and presentations.
- Manage and optimize website content for SEO, including meta tags, alt text, and keyword strategy to improve search rankings.
- Plan, execute, and track performance of digital marketing campaigns across email, social media, and other online channels.
- Manage the firm's podcast initiatives and channels of distribution.
- Use analytics tools (Google Analytics, social dashboards, HubSpot, etc.) to monitor campaign performance, track KPIs, and generate reports with actionable insights.
- Collaborate with the marketing manager/director to manage and execute targeted email marketing campaigns, including list segmentation, automation, and performance tracking.
- Manage company presence across LinkedIn and other relevant social media platforms; develop and post engaging content that reflects brand voice.
- Research and recommend emerging digital marketing trends, tools, and platforms to enhance campaign effectiveness.
- Ensure consistent brand messaging across all digital channels and campaigns.
- Collaborate with internal and external partners, including industry influencers and vendors, to produce relevant, engaging digital content.

Qualifications

Education and Experience

- Four-year college degree
- Minimum 3 to 5 years of professional marketing experience
- Minimum 2 years digital media/website design experience

Skills

- Proficiency with Adobe Creative Suite, In-Design, Illustrator, After Effects, Animate and Premier Pro. Photoshop is a plus.
- Experience with all social media platforms.
- Experience with CMS tools such as Wordpress/Elementor and HubSpot.

- Experience with marketing automation platforms, specifically HubSpot.
- Graphic design skills with proven experience in digital design.
- Ability to work autonomously and perform well under pressure.
- Strong attention to detail with ability to organize, prioritize, and manage multiple tasks within set deadlines.
- Creative thinker, with an ability to use data and technical skills to create infographics.
- In-depth knowledge of digital marketing and best practices.
- Experience with data-driven SEO analysis and optimization. Knowledge of search ranking and optimization factors and key algorithm updates. Proficiency in web analytics software and keyword tools.
- Experience with CRM tools such as Salesforce is a plus!
- Excellent interpersonal skills.

Mezrah Consulting Culture

- **Fun:** At the core of everything we do
- **Honesty:** Open and honest communication is paramount and valued
- **Integrity:** We stand behind our commitments to our employees and clients alike
- **Innovation:** We embrace change and are always thinking with a vision toward the future, creating new strategies and simplifying complex ideas
- **Focus:** Growing business by growing our people