



Digital Marketing Manager

IW Group, Inc. | West Hollywood

Looking for an energetic and driven Digital Marketing expert to join our agency team. This person will be responsible for developing and implementing digital marketing strategies, ideas and program to increase consumer engagement, buzz and other success metric at key consumer touch points.

Our agency is moving to a client and consumer centric model, evolving from our traditional department/functional structure to a client team structure. This means a select team comprised of multi-skilled experts (strategy, media, PR, events, creative, design and digital) will come together to form a group unit dedicated to support a specific client or group of client accounts. The objective is to deliver fresh, innovative marketing solutions, integrated ideas that live seamlessly across multi platforms, demonstrate speed and efficiency in delivery and ability to react and adjust as needed. This position will be part of such an enterprise team and will serve as the lead digital expert on that team.

Specifically, this role will:

- Contribute exciting creative ideas and solutions for a wide spectrum of digital channels/platforms
- Develop content strategy and manage or execute content production
- Drive digital solutions that will integrate across paid, owned and earned media
- Track and monitor performance using analytics and measure and track ROI goals
- Bring continuous knowledge and expertise to expand the team's appreciation and understanding of digital solutions in a holistic, integrated marketing effort

The ideal candidate will be an enthusiastic and hands-on maker, with the ability to concept, sell and articulate a great idea. They will collaborate with other experts on the team, to solidify and strengthen ideas. They will be resourceful, creative and efficient in getting the work accomplished and have the experience and skills to ensure successful delivery, and execution.

Desired experience:

5+ years of digital marketing with a mix of expertise with various interactive project types including responsive websites, social media, mobile/tablet applications, digital video and content creation.

Join Us!

Qualified candidates should submit a resume and cover letter to the IW Group Recruiting Team at adcareers@iwgroupinc.com.