



Digital Strategist

York-Hanover-Lebanon, Pennsylvania

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 **York, PA** team, email your resume and cover letter today to: careers@forevermediainc.com



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