



BrightSpot Creative is growing, and we're looking to add some new talent to our team! Think you might be a fit? Know someone who would be? Check out the job description below. If it all lines up, shoot us your resume!

## DIGITAL SPECIALIST

If you love the power of digital media and completely geek out on the data it provides... If you are ready to roll up your sleeves and build audiences... If you can dive into the data and find nuggets of useful knowledge... If you like dreaming of new ways to create conversions... You're the person we're looking for. If these are the kinds of statements that light your fire, let's talk.

We are looking for a strategic thinker. Someone who can understand the big picture of what our clients are trying to achieve, and can then create and apply a strategy to get them there. The ideal candidate team partner has experience in paid digital advertising, search, and social media management. And because we have clients across many industries and with different needs, we're looking for someone who is flexible and able to jump from client to client without missing a beat. This is a part-time job that can be done remotely, or in our Rice Village office. Candidates must be available to work during "typical" workday hours. Here are the details:

### Responsibilities:

- Evaluate and implement improvements on digital strategy
- Measure results as related to client objectives and always seek new opportunities to raise the bar.
- Optimize SEO. Optimize for search OR SEO but as is redundant
- Develop content for social media, and maintain social media accounts.
- Plan and monitor adwords and facebook ad campaign budgets.
- Analyze and report on digital campaigns.
- Analyze and evaluate important metrics regarding customer and user data.
- Map out how digital assets will be optimized for business results.
- Define and action digital events

### Requirements:

- Degree in Advertising, Marketing, Communication Science or equivalent.
- Excellent written and verbal communication skills.
- Maintain a firm grasp of emerging digital tools.
- Thorough understanding of digital touch points.
- Excellent interpersonal skills.
- Insightful and perceptive.
- Business knowledge.
- Deadline driven.
- Understanding of web analytics.
- Detail oriented
- Self motivated
- Possess broad knowledge of best digital practices.
- Google certification???

Interested?

Send resume and cover letter to [Amy@helloworldbrightspot.com](mailto:Amy@helloworldbrightspot.com) and [Erika@helloworldbrightspot.com](mailto:Erika@helloworldbrightspot.com)