

Digital Marketing Specialist

Who are we?

[CareerWise Colorado](#) is a nationally recognized initiative that is shaping Colorado's workforce through innovative, business-led youth apprenticeships. Through our work, we help Colorado businesses fill high-demand positions through apprenticeships that create real value and positive return on investment. At the same time, our apprenticeship model paves the way to good, well-paying careers for students. Our approach has captured the attention of business, government and education leaders across the state and country.

The role:

Reporting to, and with guidance from, CareerWise's Director of Marketing & Communications, the Digital Marketing Specialist executes digital and social campaigns, maintains and optimizes the website, owns SEO and provides insights through Google Analytics and other tools.

What you'll do:

- Keep the website up-to-date with copy, events and blogs entries (written by SMEs)
- Ensure the site is humming with the latest and most effective plugins and tools
- Support the development of and execute on a content marketing strategy to build awareness and drive more inbound leads in the CareerWise program through our website, SEM/SEO, email campaigns, and social media
- Other duties as assigned

Who are you?

You thrive in fast-paced environments, and love rolling up your sleeves and getting stuff done. You nerd out on website development and/or marketing platforms, but are empathetic enough to know that not everyone knows what you know and you love sharing that knowledge.

You are able to problem-solve with a creative, entrepreneurial, and service-minded approach. You are highly self-directed and have the discipline and are technologically savvy. You thrive on change and can manage multiple priorities at once.

Required skills and competencies:

- Strong written and verbal communicator
- Highly accountable, with strong awareness of time and urgency
- Comfort with change
- High social awareness and ability to collaborate
- Ability to focus and prioritize
- Can apply perseverance and optimism to work
- Proficient in content-marketing platforms (lik ActiveCampaign, Hootsuite, or Hubspot); preference given to candidates who are familiar with Salesforce Marketing Cloud

- Experience with paid-social campaign executing expertise with Google Analytics
- Adept with WordPress, including experience with custom sites; light coding skills is a plus
- Proficient in Microsoft Office Suite and G Suite

Most importantly, you thrive in a high energy, dynamic team like ours. And we mean TEAM. We collaborate, engage in healthy debate, pivot quickly based on real-time learning and jump in wherever our skills are needed.

Compensation: \$46-50K annual salary - will be commensurate with applicable experience. We offer a generous benefits package including group medical, dental, and vision plans, short term disability, 100% vested 401k Plan with a 3% employer contribution, and Flexible Time Off to name a few!

Sound interesting?

Click on this [link](#) to apply.

We are an equal opportunity employer that values diversity at all levels. All individuals, regardless of personal characteristics, are encouraged to apply.

If you need assistance or an accommodation due to a disability, you may contact us at careers@careerwisecolorado.org.