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Senior Manager, Digital Marketing

**Reports to:** Director of Marketing

**Location:** Coral Springs

**Position Type:** Marketing

**Position Highlights**

The Digital Marketing Sr Manager will own the strategy, planning, executing, monitoring, optimizing and the KPIs of all performance marketing channels including SEM, SEO, paid and organic social, display, remarketing, email, and lead generation. Your goal is to help grow our brand’s influence while also increasing brand loyalty, awareness, consideration, and customer acquisition.

The top candidate will be able to excel in a fast-paced environment, have strong analytical skills, is a data-driven thinker, and will be a strong team player with an eCommerce background.

# What your days will look like:

* Develop and implement online programs/advertising campaigns that meet brand awareness, traffic generation, ROI, and brand objectives.
* Ensures localized content is leveraged for all digital marketing channels including, web, social, paid advertising, and outbound emails
* Build a combination of inbound and outbound marketing techniques to develop and deliver a healthy lead generation program, driving qualified leads into the sales pipeline.
* Continue to evolve and build upon our social media presence and manage the brands online reputation.
* Measure, analyze and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
* Research competition, investigate benchmarks, and provide suggestions for improvement
* Identify trends and insights, and optimize spend and performance based on the insights
* Keep websites update and aligned with current promotions and product focuses. Collaborate with internal teams to create landing pages and optimize user experience on websites
* Experience in setting up and optimizing Google Adwords and Microsoft campaigns
* Manage relationship with digital creative and media agencies.

Stay up to date with the latest technology and best practices **Why Join the Blue Stream Team?**

A career with Blue Stream means joining a team committed to provide great products and services to our customers. Our team is made up of industry veterans that love the opportunity to work for a growing entrepreneurial company and see the impact of their work every day. At Blue Stream, you are not a number, every employee is a key part of the team. Together we bring the best Internet, TV and Phone services to our customers in South Florida. Come join us and experience what it is like to work for a great team.

Our objective is to provide customers with service that is vastly better than the competition. Our concentration in the South Florida market allows us to focus on customers and deliver a true one on one experience. By gathering the best ideas from all parts of the company we are better able to service customers and take on the competition.

**People**

As we continue to grow, our company becomes even more people and customer focused. This philosophy is what we believe allows us to become a leader in the industry. Employees here are given the chance to cultivate skills and are encouraged to create a career path that utilizes their talent to optimum potential. Blue Stream is populated by a multicultural network of people, lending a wide range of experience and offering boundless opportunities.

**What you bring to the table:**

* Proficiency in web analytics applications, strong database skills and technical understanding of website architecture and mobile platforms.
* Up to date with the latest trends and best practices in online marketing and measurement, website analytics, display advertising, search engine optimization, social media marketing, business intelligence tools, and internet technologies.
* Strong knowledge of HubSpot or similar marketing CRM platforms.
* Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
* Strong analytical skills and data-driven thinking ability.
* Experience in developing and optimizing lead management and campaign management processes.
* Ability to manage multiple priorities in fast-paced environment, work collaboratively with cross-functional teams, and ensure high quality deliverables with attention to detail.
* A hands-on, “can do” attitude, and a drive for outcome-focused performance.

**Education/Experience**

* Bachelor's degree in related field
* 8+ years of experience in digital marketing (SEO/SEM, marketing database, email, social media, B2B lead generation, and/or display advertising campaigns).

**Competencies**

* Exemplary Attendance and Punctuality
* Maintains effectiveness when experiencing major changes in personal work tasks or work environment; adjusts effectively to work within new work structures, processes, requirements, or cultures.
* Focuses and guides self in accomplishing work objectives.
* Interacts with others in a way that gives them confidence in one’s intentions and those of the organization.
* Makes customers and their needs a primary focus of one’s actions; developing and sustaining productive customer relationships.
* Identifies and understands issues, problems, and opportunities; compares data from different sources to draw conclusions; uses effective approaches for choosing a course of action or developing appropriate solutions; and takes action that is consistent with available facts, constraints, and probable consequences.
* Deals effectively with others in antagonistic situations, using appropriate interpersonal styles and methods to reduce tension or conflict.
* Establishes proper courses of action to ensure that work product is completed efficiently and on time/within proper time limits.
* Maintains stable performance under pressure or opposition (such as time pressure or job ambiguity); handling stress in a manner that is acceptable to others and to the organization.
* Possesses, acquires, and maintains the technical/professional expertise required to do the job effectively and to create effective customer solutions.  Technical/professional expertise is demonstrated through problem solving, applying technical knowledge, and product and service management for the functional area in which employee operates.
* Actively appreciates and includes the diverse capabilities, insights, and ideas of others and working effectively and respectfully with individuals of diverse backgrounds, styles, abilities, and motivations.
* Sets high standards of performance for self; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposing standards of excellence rather than having standards imposed.

**Other Qualifications**

* Ability to read, write and speak the English language. Bilingual is a plus
* Ability to organize and prioritize effectively
* Proficient in Microsoft Office, Excel, and Power Point

**Physical Demands/Working Conditions**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* regularly required to talk and hear
* frequently required to sit, stand, bend at the knees and waist, and walk
* required to use hands to type, handle objects and paperwork
* required to reach and hold on to items at chest level or reach above the shoulder
* required to use close vision and focus
* Able to lift 30 lbs.

Travel may be required. Overtime may be required.

***Blue Stream is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind***