



Summary

WISE Advise + Assist Team is looking for a skilled Technical Digital Marketer who has fantastic knowledge and a good understanding of Ecommerce management and Digital Marketing. You will also have an interest in pay per click advertising on platforms such as Google and Facebook. As well as experience in working with email and website tags and connections.

Responsibilities

Main duties will include, but not limited to:

- Digital Marketing
 - Analyze usability, conversion rate, and SEO reports to identify new opportunities to reach potential customers
 - Understand Leadpages/Clickfunnels as well as email marketing
 - Maintain and update layouts, pages, links, and more
 - Create engaging and effective solutions that seamlessly guide customers from research to the shopping cart
 - Work closely with developers throughout the implementation process
 - Maintain professional and friendly communications
 - Conduct research and analyze the competition
 - Create and execute comprehensive digital marketing strategies including social media, sales funnels, email campaigns etc.
- Ecommerce Management
 - Update stock and inventory across all platforms
 - Updating website banners, building landing pages and create promotions
 - Working closely with internal teams such as Creative, Brand and Product to ensure website is up to date
 - Monitoring Google and Facebook adverts
 - Working with the Tech team to ensure appropriate user interface and experience optimizations are made
 - Keeping up to date and constantly provide ideas to optimize user journey
 - Reporting on sales performance on a weekly basis
 - Supporting the team with any ad-hoc requirements

About WISE

The WISE Team is made up of an all virtual workforce. With the challenges of working virtually in a fast paced environment, we are made up of strong and unique individuals who create our team first company culture.

A successful WISE Team Member enjoys continually learning new things and is constantly improving. They are a strong communicator who is able to communicate complex ideas, listen well, and maintain excellent customer service. They are organized and detail oriented. They have the ability to accept feedback and make adjustments based on that feedback. They take pride in their work and maintain a high level of quality control. They have exceptional time management and are great at multitasking. They also enjoy new challenges and changes to their work environment.

Most importantly a successful WISE Team Member is authentic, versatile, a self-starter, and a team player.

We look forward to meeting you!



Minimum Qualifications

- 1+ year experience within Ecommerce management and digital marketing
- Proven experience with content, product and inventory management as well as with SEO
- 1+ year' of experience and knowledge of Shopify, MailChimp, Convert Kit or similar platforms
- Experience with using Google Analytics for project management and reporting.
- Ability to design, present, and implement effective SEO/SEM management solutions that optimize conversion rates
- Numerical and intermediate Excel skills as well as knowledge with CSS Media queries
- A proactive nature with acute attention to detail
- Capable of working in a team environment as well as the ability to work autonomously, with solid decision-making skills, strong communication skills, and outstanding time management skills
- Exceptional problem-solving skills
- Manage a high volume of work in a fast-paced and ever-changing environment
- Strong communication skills, both verbal and written
- Expert with Google Suite Apps, cloud services
- Have a passion for metrics, analytics, A/B testing, and segmentation
- Ability to put yourself in the customer's shoes and come up with ideas that are relevant and enticing
- General knowledge and experience across the entire marketing spectrum
- Understand how to translate data and how to strategize new approaches to improve KPIs
- Be a team player

Preferred Qualifications

- Bachelor's Degree
- Adwords Certified
- Shopify Expert
- Digital Marketing Certification
- Google Analytics Proficiency
- Virtual Work Experience

Computer Requirements

- For the home wireless system:
 - Strong Internet Connection
 - Have a firewall to protect wireless internet.
 - Not allow others to use their wireless internet.
 - Use strong passwords for the wireless system and firewall (not the factory installed).
- Computer:
 - Have 2 factor authentication for computer and critical software.
 - Encryption for hard drive
 - Good security software (McAfee, Norton, MalwareBytes, etc)
 - Tethering or VPN to protect internet usage

Additional Information

- We are looking for applicants who can start work within 1-2 months of the application date.
- Position Type and Expected Hours of Work: This is a part-time hourly, contract position.
 - Applicants must be able to commit to a minimum of 20 hours per week.
- Location: Fully remote, Conus and Oconus friendly.
 - All applicants must be able to commit to at least 2-3 hours per day between the hours of 9:00am and 5:00pm Eastern Time.
- Other Duties: Please note this job listing is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.