



Job Posting Digital & Social Media Manager

Department: Sales and Marketing
Job Title: Digital & Social Media Manager
Reports to: Marketing Manager
FLSA Status: Exempt
Location: Charleroi, PA

COMPANY PROFILE

DMI Companies, founded in 1978, is a leading manufacturer of HVAC accessories supplying the commercial, industrial and residential HVAC markets through a vast network of domestic and international distributors. DMI has national standing as an industry leading innovator that possesses integrity and leadership skills which are testaments to the quality manufacturing and operating procedures engaged by DMI Companies. DMI is building a better world for ourselves and our children by providing a sustainable environment through our products, operations, and personal conduct.

OVERVIEW

The Digital and Social Media Manager will be responsible for developing overall strategies, monitoring/interpreting analytical performance, and creating marketing assets primarily for use on online marketing platforms – such as websites, email marketing, and social media. They will maintain these online marketing platforms while working with other members of the Marketing Department and SBU Sales Teams to establish regular marketing campaigns on these platforms.

ESSENTIAL FUNCTIONS

- Working with Marketing and DMI Sales Teams to develop strategies, design, and implement digital media campaigns according to DMI's goals. Once established, maintain these digital marketing campaigns.
- Develop and implement the social media and email marketing strategies according to DMI's goals and contribute to the development of the strategy for DMI websites.
- Regularly track and report on key digital marketing efforts and be able to present information at a high level both internally and externally
- Develops and expand company's web presence through social media, email, web advertising, and other online sources while promoting the company's brands through these channels.
- Identify tools and/or vendors to monitor and improve search engine optimization (SEO) and search engine marketing (SEM) results for the company's sites.
- Suggest strategies and methods for improvement – including monitoring current and future digital marketing trends. Should pursue ongoing education in respect to email marketing, social media, and internet trends both within and outside our industry.
- Work within the Marketing Department to assist with the design and editing of all marketing collateral and manage the delivery and tracking of leads resulting from these digital platforms.

EXPERIENCE & COMPETENCIES

- 3-5 Years Experience – Managing Web Analytics or Brand Social Media
- Project management, multitasking, and decision-making skills
- Interpreting web traffic data
- Data visualization
- Website dynamics and analytics
- Integrates market research
- Excellent organizational skills and attention to detail.
- Excellent time management skills and ability to meet deadlines.
- Excellent written and verbal communication skills
- Proficiency with online marketing and social media strategy
- Proven ability to plan and implement marketing campaigns.

EDUCATION

- Bachelor's Degree in Business, Marketing, or Similar Field - Preferred
- Training and or Certification in SEO/SEM
- Training and or Certification for Google Analytics or Similar Platform

How to Apply: email resume and salary requirements to careers@dmicompanies.com