

DIGITAL MARKETING MANAGER

Full-Time position located at MXOtech in Chicago, IL

MXOtech is a women-owned technology consulting company with a focus on IT Managed Services and Software Development. We are a growing boutique firm located in the West Loop looking for Digital Marketing Manager who will help us champion our brand and generate sales leads.

Primary Duties and Responsibilities:

The ideal candidate will have a passion for all things digital, a knack for attention to detail, be highly organized, and possess a sense of urgency. He/she must have experience using a variety of online and social media channels to make connections. This individual will be required to help develop and implement digital strategies; determine and adhere to goals/objectives; and track and optimize our digital marketing campaigns across all digital channels. More specifically, this person will be working in partnership with the sales and marketing team to communicate through, manage, optimize:

- SEO
- Online blogs
- Retargeting ads
- Google optimization (Google My Business, photos, and reviews)
- Email campaigns
- LinkedIn campaigns
- Facebook and Twitter
- Company website

Qualifications:

- 2 years of professional work experience in a digital marketing role.
- College degree preferred in communications, marketing, journalism, or new media.
- Must have a thorough understanding of key social media platforms.
- Must be proficient in Google Analytics, SEO Reporting, Retargeting Ad Campaigns.
- Excellent verbal communication skills with the ability to present ideas and information clearly.
- Proficient in Microsoft Office

- Must be able to work full-time hours and perform well in an unsupervised individual assignment as well as work as a team.
- Great communication and interpersonal skills a must.
- Graphic design experience preferred, but not required.

Skills:

- Must be highly organized
- Must have a sense of urgency
- Tech Savvy
- Detailed Oriented

Perks:

- Flexible work environment.
- Three different BCBSIL health plans, dental, vision and tax-savings health and commuter benefits.
- 401k retirement planning opportunities, Divvy bike passes, cutting-edge training opportunities, company lunches and breakfasts, team awards, special company events and celebrations housed within a modern, cozy, work environment.

Visit <https://www.mxotech.com/about-us/careers/> for more information and apply to jobs@mxotech.com.