

## **Job Title: Digital Marketing Specialist**

**Overview:** We are seeking a highly motivated and skilled Digital Marketing Specialist to join our team at Dill Dinkers. As a Digital Marketing Specialist, you will play a crucial role in executing digital marketing strategies to drive online presence, engagement, and sales for our franchise. You will be responsible for managing the website, email newsletters, and social media channels to effectively communicate our brand message to promote our brand nationally, as well as crafting thoughtful responses to customer reviews to maintain positive relationships and enhance our online reputation under the direction of the Marketing Manager.

**Reports to:** Marketing Manger

### **Key Responsibilities:**

- Supports the development and execute comprehensive digital marketing strategies to increase brand awareness, drive traffic, and generate leads for the pickleball franchise.
- Manage and update the franchise website to ensure it reflects the latest information, promotions, and events accurately.
- Create engaging and relevant content for website pages, blog posts, and landing pages to attract and retain visitors.
- Plan and execute email marketing campaigns, including newsletters, promotional emails, and automated workflows, to nurture leads and engage customers.
- Oversee social media accounts (Facebook, Instagram, LinkedIn, and YouTube) to maintain a consistent brand presence and foster community engagement.
- Monitor and analyze website traffic, email performance, and social media metrics to identify trends, insights, and opportunities for optimization and present findings under the direction of the Marketing Manager.
- Craft thoughtful and timely responses to customer reviews across various platforms to maintain positive relationships and enhance our online reputation at the national level.
- Collaborate with cross-functional teams, including franchise development, franchise club operations, and corporate event management, to align digital marketing efforts with overall business objectives.
- Collaborate with vendors, including graphic designers, content creators, and advertising agencies, to execute marketing initiatives and enhance brand visibility.
- Stay updated on industry trends, best practices, and emerging technologies in digital marketing to implement innovative strategies and tactics.

### **Qualifications:**

- Bachelor's degree in marketing, business, or a related field (or 3 years equivalent practical experience)

- 4+ years of proven experience in performance marketing, digital advertising, or a similar role
- Strong understanding of digital marketing principles, including SEO, SEM, email marketing, social media management, and content marketing.
- Proficiency in website management platforms (e.g., WordPress, Wix, Squarespace) and email marketing software (e.g., Mailchimp, Constant Contact).
- Proficiency in using digital marketing tools and platforms (e.g., Google Ads, Facebook Business Manager, Google Analytics)
- Excellent written and verbal communication skills with the ability to create compelling content for different digital channels.
- Strong analytical skills and the ability to interpret complex data to make informed decisions
- Excellent communication and collaboration skills.
- Adept at staying current with industry trends and best practices.
- Creative thinking and problem-solving abilities.
- Detail-oriented and highly organized.
- Adaptable and able to thrive in a fast-paced environment.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Knowledge of pickleball or experience in the sports industry is a plus.

Join us in revolutionizing the indoor pickleball experience and be part of a thriving community of sports enthusiasts. If you're ready to make a significant impact through digital marketing, we want to hear from you! Apply now with your resume and a cover letter detailing your relevant experience and why you're the perfect fit for this role.