

Digital Marketing Specialist

The Greater San Diego Association of REALTORS® is the premier real estate trade association in San Diego. We are the largest association in the state and the largest trade association in San Diego. We make a difference by providing training, benefits and resources to help our members excel in the real estate industry and we are looking for an experienced Digital Marketing Specialist to join our team.

Summary

The Digital Marketing Specialist is a high-level thinker who also has a penchant for keeping track of the details. Must be a standout idea generator and problem solver with excellent communication and organization skills. Analytical skills are necessary to gather key business and user insights, and to help apply strategic planning to create a long-term vision for the content that's generated. You will need to communicate our brand's story and design sensibility to envision how content will be presented or distributed in formats other than text-based articles, such as infographics or multi-media presentations. A firm understanding of user experience and strong search engine optimization (SEO) and search engine marketing (SEM) skills are preferred.

Responsibilities

- Manage the organization's social media platforms and lead generation
- Assist with developing engaging content to attract and retain members and sponsors
- Assist with the developing, expanding and maintain the company's digital foot print
- Collaborate with design team to produce high quality content
- Assist with development and maintaining the editorial/marketing calendar
- Optimize content considering SEO and Google Analytics
- Analyze web traffic metrics
- Knowledge and experience with integrated systems leveraging large-scale data feeds and APIs
- Write content for communication and marketing pieces and campaigns
- Work with marketing team to receive member/sponsor feedback and generate ideas to increase member engagement
- Ability to work in a fast-paced environment

Qualifications

- Proficiency in MS Office, Hubspot, WordPress and Adobe Design Suite (Hubspot certified preferred)
- Familiar with MAC & PC Systems
- Proficiency on Social Media Platforms (Facebook, Twitter, Instagram)
- Hands on experience with SEO and web traffic metrics
- Strong understanding of current e-commerce technologies, including both front-end website and back-end operational systems (.NET/SQL Server)
- The ability to create an actionable business intelligence framework from a variety of data sources
- Proven experience leading internal development projects as well as working with third-party technology vendors
- Project management skills and attention to detail
- Graphic design experience mid-level
- Strong customer focus; strong practical experience employing customer satisfaction measures and practices, testing/analytics, and usability research and best practices
- Excellent listening, written and oral communication skills, including the ability to create and present decision-support materials that make complex information easy to understand
- Bachelor's degree from a four-year college or university or comparable professional experience

GSDAR offers competitive salary and benefits package. We are proud to be an EEO/AA employer M/F/D/V. We maintain a drug-free workplace and perform post-employment drug screenings. Please e-mail resume and salary requirement to ssouza@sdar.com attn: Human Resources.