

JOB DESCRIPTION:

Digital Advertising and Marketing Specialist

This is an integral position to support the advertising, marketing, and circulation teams for 2 award-winning weekly newspapers in Maine's most beautiful region. The Ellsworth American serves Hancock County, and the Mount Desert Islander provides local news to all of Mount Desert Island, the home of Bar Harbor and Acadia National Park. The American has been publishing continually since 1851 and the Islander was founded in 2021. With more than 13,000 digital subscribers, ellsworthamerican.com and mdislander.com offer 24/7/365 access to local news as it happens as well as access to a digital edition of each week's printed paper.

Both papers are printed on a vintage Goss webpress on site in Ellsworth where the administrative, sales / marketing, creative, and The Ellsworth American editorial staff have offices on the floor above the press and mail rooms.

The Digital Advertising and Marketing Specialist will have two primary responsibilities:

Digital Advertising Component

As the newspapers' on-line presence continues to grow and add subscribers, it's important that our print advertisers can maximize the opportunities that digital advertising offers. The Digital Advertising and Marketing Specialist will work with Advertising Sales staff to provide the digital advertising component to display advertisers. He/she will have the unique opportunity to see, literally, every element of the production of a weekly newspaper and have a significant role in the integration of the ever-expanding suite of the digital products that broaden the reach of the publications and ultimately that of its advertisers.

In this function the Advertising and Marketing Specialist will work with the Advertising Sales Team to coordinate new digital campaigns or to digitally augment the campaigns of print advertisers. He/she will manage paid digital advertising campaigns including conception, creation, execution, analysis, and reporting.

Responsibilities

- Implement email marketing campaigns
- Continuously measure and report on campaign performance.
- Prepare paid advertising performance reports for sales reps to share with their clients.
- Keep track of ad spend and impressions.
- Compose, launch, and optimize advertising campaigns using Facebook Ads Manager, Google Ads, and other platforms/tools.
- Other duties as assigned by Advertising and Marketing Manager.

Digital Marketing Component

Here, the Digital Advertising and Marketing Specialist responsibilities are more internal to the publications with the objective to expand the papers' brand awareness and continue to grow the subscriber base both for print and digital.

Under the direction of the Advertising and Marketing Manager, the Digital Advertising and Marketing specialist will execute digital marketing campaigns across multiple channels including e-blasts, social media, website, and print. He/she will create and publish written and visual content to support marketing initiatives for both the Advertising Sales Team and the Circulation Department. He/she will monitor digital analytics and report results to the Advertising and Marketing Manager.

Responsibilities

- Implement email marketing campaigns
- Publish digital marketing content online
- Measure digital traffic
- Monitor social media, Google Analytics, and other digital advertising platforms as required
- Report on the growth and analytics of campaigns to stakeholders
- Conduct market research to inform campaigns
- Brainstorm and implement experiments and conversion tests

Qualifications

- BA/BS or equivalent work experience.
- 2-5 years of hands-on experience in digital marketing, implementing digital marketing strategies, and web analytics preferred.
- WordPress proficiency with HTML knowledge a plus.
- Strong/excellent knowledge of digital advertising trends and technologies.
- Strong written and verbal communications skills
- Strong proficiency in Google Marketing Platform, Facebook AdManager Google Analytics, Broadstreet Ad Management, Mail Chip, Constant Contact
- Experience building and optimizing display advertising campaigns
- Strong knowledge and experience of all different digital marketing channels, online marketing tools and best practices
- Strong working knowledge of Internet technologies related to media and site targeting, tagging, tracking, and content delivery.
- Critical thinker and problem-solver
- Strong analytical skills
- Team player Organized with strong attention to detail.
- Proven ability to multi-task, prioritize, and meet deadlines.
- Proficiency in MS Office Suite
- Working knowledge of Adobe Design Suite
- Ad creative and landing page optimization experience preferred
- Understanding of SEO preferred.

Website: <https://www.ellsworthamerican.com>

Interested persons should send a cover letter and resume to:

Tracy Scheckel

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