

HPM Building Supply

Job Description

Job title:	Digital Marketing Specialist	FLSA:	Exempt
Location:	Hilo	Reports to:	Marketing Supervisor
Department:	Marketing	Last Updated:	12/21/2021

Job Summary

The Digital Marketing Specialist is responsible for initiating, implementing, overseeing, and maintaining the strategic initiatives of social media platforms, assist with maintaining eCommerce website, work with agency partners to manage SEO/SEM strategies, maintain relationships with influencer partners, and manage customer data. This individual is creative, enjoys building and engaging online audiences, and has a passion for creating content that increases brand awareness to drive sales.

Essential Functions

- Manage social media and digital marketing efforts.
 - Design and implement social media strategies, monitor and contribute to all channels.
 - Create and maintain social media calendar and post to all social platforms daily.
 - Create and engage in meaningful exchanges and create lasting relationships with online community.
 - Ensure brand consistency in copy through tone, voice and terminology
 - Oversee customer service provided via social media
 - Manage online business listings.
 - Manage content on promotional screens and in-store radio companywide.
- Maintain company website and assist with eCommerce strategy
 - Work with eCommerce experts and eCommerce Manager to develop and execute the eCommerce strategy, identifying long term and short-term goals and metrics, which align with the overall company strategy.
 - Keep website up to date
 - Manage online leads through customer relationship management tool.
 - Administer Better Builder Directory on website.
 - Create promotional/event website pages and assist in general maintenance.
- Collaborate with agency partners and eCommerce Manager to develop and maintain SEO/SEM strategies
- Maintain relationships with social media influencers
 - Monitor influencer social media channels.
 - Follow up and maintain relationship with influencer to ensure company's ROI
- Oversee HubSpot CRM and customer data
 - Work with agency partners to ensure customer data is accurate and up to date
- Other projects and responsibilities may be added at the company's discretion.

Job Requirements and Qualifications

Education and Training Requirements: Bachelor's degree in business, marketing, computer science, or related discipline.

Knowledge and Ability Requirements:

- Must be proficient in Microsoft Office, Zoom and other video communication platforms and familiarity with online transaction tools and reports.
- Must be proficient in social media platforms: Facebook, Instagram, Pinterest and LinkedIn
- Must be proficient in using multi-social posting programs such as Hootsuite, Facebook Creator and HubSpot.
- Must be proficient in Adobe Creative Suite, Canva or other design programs.
- Requires general knowledge of Search Engine Optimization (SEO), Search Engine Marketing (SEM) and internet ranking for web content.
- Excellent verbal and communication skills required.
- Exceptional interpersonal skills, high level of emotional intelligence and self-awareness.
- Must be organized, solution oriented, self-directed, creative and adaptable with the ability to manage own time and execute tasks on schedule.
- Must exemplify accountability and leadership qualities to provide a positive public image.
- Must be able to lift 25 pounds with or without a reasonable accommodation and stand on feet for up to 8 hours.

Experience Requirements: Five years of marketing, digital marketing or advertising programs required. Preferred, but not required experience: Video creation and editing, Instagram Reels, etc.; Google Analytics, Google My Business, Google Tag Manager, Customer Relationship Management (CRM) software; operation of multimedia equipment such as DSLR camera, recording equipment, etc.

Other Information

- Requires some evening and weekend work and overnight travel (within Hawaii).
- Must possess a valid driver's license.

Owner Signature

Manager Signature

Owner Name (please print)

Manager Name (please print)

Date

Date

Note: We use the term "owner" instead of employee since we are 100% employee owned