



Digital Marketing Specialist
Remote Position

Organization

Lasallian Educational and Research Initiatives is an expression of the Lasallian mission of the Institute of the Brothers of the Christian Schools, establishing works in the service of young people, especially works that are good and beneficial for young people to realize integral human and spiritual development. Individuals in our organization believe in doing what's best for young people and supporting those trusted adults who are in their lives and are encouraging them towards betterment of their whole person.

Position Overview

The digital marketing specialist will manage and drive our digital marketing efforts across multiple channels, including email campaigns, social media, SEO, and Amazon for two distinct B2B brands: Saint Mary's Press and Springtide Research Institute®. They are responsible for optimizing and driving demand via multi-touch digital B2B campaigns across multiple platforms, including automated email campaigns using platforms similar to Adobe Marketo Engage, and must have expertise in PPC, SEO, and paid advertising. *Learn more about the distinct brands at <https://leri.co/>*

Essential Functions

- Develop a cohesive strategy for digital marketing campaigns that drive demand across all digital channels, based on overarching product or service key goals
- Collaborate to create ad content and lead gen with key members of the marketing team, executing, managing, and reporting on paid media campaigns for paid search, paid ads via social media (Facebook, Instagram, Twitter, LinkedIn) and display placements, and retargeting ads
- Create SEO keyword targeting using Moz Pro, etc. for launching new products or services, and then target landing page and ad optimization
- Analyze, develop, and execute SEO/PPC strategies and tactics
- Organize and maintain ad campaigns calendar reflecting all tactics to be used and the project reach and outcome
- Collaborate closely with cross-functional teams to improve campaign performance and maximize conversions via sales or leads generated
- Report on website, email, and digital marketing efforts with tools like Google Analytics and Adobe Marketo Engage
- Other duties as assigned

Knowledge and Skills

- Bachelor's degree minimum or equivalent experience
- 2+ years' experience in Digital Marketing, Marketing Automation, or similar role
- Project/campaign management experience
- SEO, PPC, paid digital media, and lead generation experience
- Communication and writing/copywriting skills
- A collaborative and curious spirit who engages with teammates to try new things and measure results
- 2–5 years' experience working in a marketing automation platform like Adobe Marketo Engage, Active Campaign, Hubspot, or similar platforms
- Google Analytics Certification & ad experience
- Facebook/Instagram/LinkedIn/Amazon Ads expertise
- Keyword research and optimization expertise, using tools like Moz Pro
- PPC Campaign Management expertise
- Strong prioritization, organization, and project management skills
- Strong analytical and problem-solving skills
- Demonstrated experience in analyzing and reporting on campaign performance

We recruit, develop, and retain talented people from diverse communities and foster a culture of equity and inclusion within our organization. We welcome and encourage applicants of all backgrounds and identities. As an equal opportunity employer, we recognize that our strength lies in our people and our common commitment to serving the needs of young people and those who care for them.

To apply, please send your resume and cover letter to: Humanresources@smp.org