

LASALLIAN EDUCATIONAL AND RESEARCH INITIATIVES



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 in their lives who encourage them toward the betterment of their whole person. Learn more about our distinct brands at <https://leri.co/>.

Position Overview

The digital marketing specialist will analyze and provide insights to optimize our digital marketing efforts across multiple channels, including email, SEO, and digital channels (Meta, Google, Amazon) for our brands. A key part of this role is to translate raw data into actionable insight to propel our marketing efforts forward. This role is ideal for the proactive self-starter who anticipates needs, enjoys collaboration, and has a drive for curiosity and continuous learning in all things digital marketing. Experience in email platforms similar to Adobe Marketo Engage is a plus, along with comfort in SEO and the variety of digital marketing channels for selling products and driving organic traffic.

Essential Functions

- Create SEO tactics and strategies using applications like Google, SemRush, or Moz Pro to increase organic traffic and conversions
- Measure results and present insights on digital marketing efforts ads, SEO organic performance, email performance (via Adobe Marketo Engage), and more, providing clear plans of action to optimize channels
- Execute paid ad campaigns on various social platforms (Facebook, Instagram, Twitter, LinkedIn, AdGrants/AdWords)
- Write simple marketing copy in the form of SEO-friendly captions, social media captions, ad copy, etc.
- Drive to build retargeting efforts, and shape ad mix throughout the organization
- Collaborate to execute, manage, and report on lead-generation efforts with key members of the marketing team
- Other duties as assigned

Knowledge and Skills

- Bachelor's degree minimum or equivalent experience
- 2+ years of experience in Digital Marketing, Marketing Automation, or similar role
- Keyword research and optimization expertise, using tools like Moz Pro, SemRush, or Google
- Demonstrated experience in presenting actionable insights from digital marketing data measurement
- Demonstrated marketing copywriting experience, such as SEO-friendly headlines, social media captions, etc.
- A collaborative and curious spirit who engages with teammates to try new things and measure results
- 2+ years of experience working in a marketing automation platform like Adobe Marketo Engage, Active Campaign, Hubspot, MailChimp, or similar platforms
- Google Analytics Certification a plus
- Strong prioritization, organization, and project management skills
- A strong business mindset

For consideration: Please send your cover letter and resume to Humanresources@smp.org

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.