JOB DESCRIPTION

Job Title: Digital Marketing Specialist  
Location: Remote – USA (or Hybrid – Washington, DC metro area)  
FLSA Status: Exempt  
Reporting to: Chief Development Officer

To apply for this career opportunity, click here: [APPLY]

POSITION SUMMARY

WEConnect International helps drive money into the hands of women business owners around the world by enabling them to compete in the global marketplace. Our buyers are large organizations committed to global Supplier Diversity and Inclusion that help build sustainable communities by sourcing from women-owned businesses around the globe. WEConnect International has been growing steadily and is now seeking to dramatically accelerate growth of the mission to facilitate deal-making between our member buyers and women owned businesses around the globe. This new Digital Marketing Specialist position provides qualified candidates with a unique opportunity to apply advanced digital marketing strategies to markets around the world.

WEConnect International offers a flexible work environment, the chance to work alongside incredible talent and enjoy unique experiences. If you are a strategic self-starter with proven experience in digital marketing, market research, content creation, creative design, videography, and financial acumen this career opportunity could be a perfect fit for you!

Essential Duties and Responsibilities

The Digital Marketing Specialist is charged with re-vamping the WEConnect International social media presence and exponentially growing traffic and conversion rates to grow the brand and help meet the organizations Key Performance Indicators (KPIs). The analyst will be responsible to:

- Serve as an integral part of the marketing team to drive successful execution of digital marketing campaigns around the world.
- Create digital channels that set the organization apart, create influencers and provide new sources of funding through monetization of the digital channels.
- Create original content, design, and videos for social media.
- Coordinate with team members and clients across the globe to gather content, photos, and video materials.
- Create and implement digital campaigns and editorial calendars.
- Support special event promotion and fundraising efforts.
- Research competitor postings and advertising trends.
- Monitor activity, analyze trends, and resolve issues on social media channels.
- Develop digital marketing metrics and reports to demonstrate marketing effectiveness through data-driven analyses.
Additional Requirements

- Strategic self-starter with proven proficiency in strategy, digital marketing, market research, content creation, creative design, and financial acumen.
- Strong understanding of how the marketing and communications functions support business development and KPIs.
- Proven successful execution of paid social advertising and monetization of social media channels.
- Good analytical skills & understanding trends.
- Strong attention to detail and exceptional organization skills.
- Excellent written and spoken communication skills.
- Experienced ability to work within deadlines and manage multiple tasks and projects.
- Positive attitude, sound judgement & flexible approach to work.
- Comfortable to thrive in a fast-paced environment.
- Enthusiasm, vision, and a willingness to think big and encourage the team to develop approaches to overcome challenges.

Education and Experience

- Bachelor’s degree in marketing or related field. Equivalent training and experience will substitute for education.
- A minimum of two (2) years of experience using marketing technology tools to conceptualize and implement branding campaigns.

Certificates, Licenses, Registrations

Google Analytics and Hootsuite certifications preferred but not required.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Language Skills

Excellent written, verbal, and interpersonal communication skills. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Reasoning Ability

Great analytical skills and highly organized and detail oriented. Highest standards of ethics and personal integrity. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills

Advanced knowledge of Microsoft Office, CRM Systems, WordPress, SEO, Google Analytics, Hootsuite, YouTube, LinkedIn, Twitter, Instagram, Facebook, WhatsApp, Survey Monkey, SharePoint, graphic design (Canva/Adobe Creator), video production, content development, paid social media marketing and monetization of company branded social media channels. Familiarity in using web-based conferencing platforms including Microsoft Teams, Zoom, and Google Meet.

Experience working in a PC/Laptop environment with Dell equipment.
Physical Demands  The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this Job, the employee is regularly required to sit.

The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

Organizational Information

WEConnect International, a corporate-led global non-profit, helps build sustainable communities by empowering women business owners to succeed in local and global markets. WEConnect International has since 2009 provided business education, certification, and business connections to businesses based outside the United States that are at least 51 percent owned, managed, and controlled by one or more women. WEConnect International corporate members represent over $1 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development. www.WEConnectInternational.org

Core Values and Culture

As we continue to grow our impact, WEConnect International will attract and hold accountable members, partners, staff, and stakeholders based on these core values, which help to define our culture, brand, and operational strategies.

- Embrace Diversity and Inclusion to Unleash Potential
- Demonstrate Passion for Women's Economic Empowerment
- Make a Positive Difference in the World
- Deliver Stakeholder Value
- Exemplify Integrity in Everything We Do
- Pursue Teamwork with a Shared Vision and Purpose

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

WEConnect International is an Equal Opportunity Employer. All aspects of employment will be based on merit, competence, performance, and business needs. We do not discriminate based on race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under federal, state, or local law in the United States.