



Company: Tarragon L.L.C.
Position: Digital Marketer
Reports To: Director of Marketing
FLSA Status: Non-Exempt/Hourly
Position Location: Seattle, Washington

POSITION SUMMARY:

The Digital Marketer will assist the Director of Marketing with planning and executing marketing campaigns (including web, SEO/SEM, email, social media, and display advertising), maintaining Tarragon's social media presence across all digital channels, measuring and reporting on the performance of all digital marketing campaigns, and website maintenance and development. The ideal candidate sees value and potential in the smallest of tasks, can visualize the big picture, and is thoughtful in their work approach. They are collaborative, creative, and results-driven with a demonstrable ability to develop, implement, track, and optimize digital marketing campaigns across all digital channels. This position requires a positive, energetic, "can-do" attitude, strong analytical skills, and the ability to work independently and prioritize projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The Digital Marketer job responsibilities shall include, but not be limited to, the following:

- Support digital marketing at company and project level, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Assist Director of Marketing with designing, building, and maintaining social media presence in accordance with established brand standards.
- Measure and report performance of all digital marketing campaigns and assess against goals to determine ROI and KPIs.
- Identify trends and insights and optimize spend and performance based on the insights.
- Up to date on current marketing tools and strategies, and brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Instrument conversion points and optimize user funnels.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Maintain and update Tarragon's company website in accordance with established brand standards.
- Serve as brand ambassador for Tarragon.
- Other duties as assigned.



REQUIRED EXPERIENCE AND ABILITIES:

The following summarizes a few of the successful candidate's personal characteristics:

- Bachelors or Associate degree in marketing or digital technologies (or a related field) or the equivalent of 2-4 years or more of digital marketing experience.
- Experienced in web design, development, and maintenance with working knowledge of HTML, CSS, and JavaScript development and constraints.
- Strong understanding of digital marketing channels with demonstrable SEO/SEM, web analytics, CRM, database marketing, email, social media, and display advertising campaign experience.
- Experienced in optimizing landing pages and user funnels, and A/B and multivariate experiments.
- Awareness of the latest trends and best practices in online marketing and measurement.

CORE COMPETENCIES:

- Excellent analytical skills
- Balanced decision making
- Attention to detail
- Creative problem solving
- Customer oriented
- Self-management
- Collaborative team player
- Strong written & verbal communication skills
- Stress management
- Long range planning
- Realistic goal setting
- Proactive thinking
- Results oriented & accountable
- Professional in all interactions

HOW TO APPLY:

If you are interested in being considered for this position, please submit the following materials to info@tarragon.com:

- Resume
- Cover letter

We are an Equal Opportunity Employer. We consider applicants for all positions without regard to race, color, religion, sex, national origin, age, disability, sexual orientation or gender identity, marital or veteran status, or any other legally protected status.