



W A N T E D
E N G A G E M E N T S T R A T E G I S T

PRESENTED BY WE·US·THEM

WANTED: ENGAGEMENT STRATEGIST

We are We·Us·Them, an award-winning ad agency, and we are looking for a creative Engagement Strategist to join our growing team. What we are saying is, we need someone who has the right mix of writing skills and creativity to further the goals of a campaign or a brand to the next level.

The Engagement Strategist will execute digital campaigns that drive leads, opportunities, and conversions online, including SEO, SEM, email marketing, social media campaigns and content marketing campaigns. As a key member of the team, the candidate must be passionate about marketing in the digital age and driving customer demand through these vehicles.

WHAT YOU WILL BE DOING:

- Plan and execute all web, SEO/SEM/PPC, marketing database, email, social media advertising and display advertising campaigns.
 - Daily digital campaign and budget monitoring over a range of client accounts.
 - Develop, execute and measure creative social media campaigns and initiatives in conjunction with overall brand campaigns and goals.
 - Measure and report performance of digital marketing campaigns, and assess against goals (ROI and KPIs).
 - Brainstorm new and creative strategies focused on driving deeper customer engagement and product affinity online.
 - Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
 - Research trends and the competitive landscape and generate recommendations for digital marketing.
 - Support all copywriting and creative writing for clients and our own platforms.
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WHAT WE ARE LOOKING FOR:

- A degree in marketing or a related field.
- Ideally a 2-4 years of demonstrable experience in digital marketing but we are currently looking for a new grad.
- Experience with some or all of the following: website content management, Google AdWords, Bing Ads, Google Analytics, Google Tag Manager and various social media platforms (including but not limited to Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, etc).
- A Google AdWords and/or Google Analytics certification will be looked favorably upon.
- A robust understanding of SEO and how it impacts a brand's bottom line.
- Exceptional organizational, time and project management skills.

- Strong analytical skills and data-driven thinking.
 - Dynamic writing skills.
 - Ability to multi-task in a fast-paced, deadline driven environment.
 - Up-to-date with the latest trends and best practices in online marketing and measurement.
 - Strong interpersonal and relationship building skills, experience in dealing with multiple and diverse internal stakeholders, and interacting with business and technology partners.
 - Outstanding problem solving and analytical skills including talent for conducting research, analyzing data, developing hypotheses, and synthesizing insights & recommendations.
 - Ideally, with experience in creating digital or marketing strategies along with a high-level understanding of the technologies and tactics needed for execution.
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WHAT WE OFFER:

- 2 weeks vacation to start.
 - Negotiated Corporate Dental/Medical opt-in plan.
 - A hanging cocoon to relax and chill out.
 - Birthday Surprises with the entire team including nosh at a fancy joint and a bit of adventure (make sure you have a strong heart).
 - A coffee and snack bar that makes sure you are breaking your bad habit of not having BREAKFAST - the single MOST important meal of the day.
 - Relaxed family atmosphere where we take care of each other - and this we take very seriously around here.
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Don't just send us a resume and a cover letter that you have replaced the headers with. Show us your talent and skill with a cover letter that makes us want to read your resume at hello@weusthem.com.

Want to know more about us... Head over to our website at weusthem.com, Follow us on Twitter [@WeUsThemInc](https://twitter.com/WeUsThemInc), Facebook at <http://fb.com/weustheminc>, or LinkedIn at linkedin.com/company/weusthem.



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