



Digital Marketing Advisor for Small Businesses.

We are looking for a competent Digital Marketing Consultant with entrepreneurial spirit to support our clients and optimize our organization's digital marketing efforts. Duties for this position will include tracking campaign progress, developing various digital marketing materials, sourcing images and artwork, collating content, updating online assets, streamlining digital marketing production, and handling general digital marketing activities. Creative thinking skills and strategies will be an essential part in driving communications with our clients and encouraging business growth through effective campaigns.

Ideal candidates for this role should be creative and innovative, **multimedia and Social Media Savvy**, well organized, and must be excellent writers and communicators.

What you will do:

- Manage social media accounts and create original content for posts/campaigns for our communication channels.
- Advise our clients on how to start and use Social Media for their businesses.
- Design, create and manage new events (workshops & Webinars) and social ad campaigns.
- Oversee design (social profile banners, icons, visuals to accompany organic and paid posts).
- Manage efforts in building and managing online reviews and reputation.
- Keep regular record of analytics and metrics, shifting strategies as needed. Regular reports should incorporate core social media KPIs as well as social media referral and conversion data from Google Analytics.
- Stay current on new social media trends, strategies, and algorithm changes.
- Engage with active followers, connect with influencers in the space, and monitor trends
- Responsible for managing SEO strategy, including content creation, link building, and keyword search to increase organic rankings on all major search networks.
- Interface with other sales and marketing communication functions including but not limited to PR and Event Managers like workshops & webinars.

Requirements:

- College degree in Digital Marketing including graphic design or related field (Preferred).
- 3+ years' experience in marketing, with a minimum of 2 years focused on digital content marketing, including copywriting, editing, social media and SEO management.
- Must have knowledge and experience with commonly used website and HTML development tools. (Preferred)
- Knowledge of common web content management systems such as WordPress, Wix, GoDaddy for example.
- Strong conceptual and design skills with the ability to offer creative input and design solutions to our clients.
- Must have excellent written and verbal communication skills, as well as strong multi-tasking abilities.
- Ability to meet deadlines without compromising accuracy, excellent product quality and attention to detail.
- Possess strong organizational, time management and project management skills with a demonstrated ability to work both independently and within a team environment.
- Creative content writing skills targeted towards external audience in the form of Tweets, Google Ads, and Facebook/LinkedIn posts.
- Professional experience with the following is preferred: We Share, SharePoint, Google Analytics & Hootsuite, Zoom, Webex.
- Strong communication and presentation skills (In person and virtually)

Thank you for your interest in joining the Small Business Development Center at the Rockford Chamber of Commerce. Below is a list of the open job opportunities in the Rockford area. To take the next steps in contacting us, please send your resume to info@rockfordsbdc.org or to edward.sbdc@rockfordchamber.com

About Us:

Small Business Development Centers (SBDCs) provide free marketing, financing, and business-related assistance to local entrepreneurs. They are found in all states, as well as Washington, D.C., Puerto Rico, and the U.S. territories. SBDCs exist as a partnership between the U.S. Small Business Administration (SBA) and usually a local college or university, with the purpose to help foster small businesses and jobs by providing educational resources to business owners and those looking to start a business. To learn more about us visit our website www.rockfordsbdc.org

The Small Business Development Center at the Rockford Chamber of Commerce is an equal opportunity employer and will not tolerate discrimination in employment on the basis of race, color, age, sex, sexual orientation, gender identity or expression, religion, disability, ethnicity, national origin, marital status, veteran status, genetic information or any other legally protected classification or status.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.