



JOB DESCRIPTION

DIGITAL MARKETING STRATEGIST

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 46 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals.

Hirons employees are especially enthusiastic and loyal because our unique structure provides each an ownership stake in the company. Together, we daily live out the Hirons mantra: Outwork, outthink, outperform.

We welcome your interest in joining our talented and dedicated team.

Hirons. **Be bold.**

Digital department

Digital continues to be a focus at Hirons as clients compete in a growing, ever-changing online environment. The digital landscape changes incrementally every day with tweaks from industry giants such as Google and technological advances such as AI. These changes affect how an organization is viewed online and how it achieves its business goals.

The digital team at Hirons provides a strategic digital marketing lens against our clients' businesses. By looking at owned digital entities, such as websites, social media pages and email marketing efforts, Hirons can provide the next best digital investment opportunities for our clients.

Digital Marketing Strategist

We are seeking a digital marketing strategist with at least 5+ years of experience to support our growing digital department. This role will focus on developing and implementing strategies for owned & shared digital channels. This will include website development, SEO & GEO, content development, email marketing and organic social media. The ideal candidate has a strong understanding of digital marketing best practices and has a data-driven mindset to help optimize and enhance our clients' digital presence.

They will act as a digital team liaison on identified client accounts and actively participate in internal and some external meetings, depending on experience, and communications as necessary. This position will report to the director, digital strategy.

Duties and Responsibilities:

- **Digital content development:** Serve as one of the content strategists and writers on our team for websites, email marketing and social media. In this role you will both support strategy development, content writing and review, as well as implementation.
- **Search & generative engine optimization:** Develop and help implement SEO & GEO strategies, including keyword & topic research and on page & technical optimization.
- **Email marketing:** Plan and execute email marketing campaign strategies,

including list segmentation, automation, A/B testing and performance analysis.

- **Social media strategy:** Support organic social media efforts, including content planning, writing, community management and performance reporting.
- **Analytics and reporting:** Track, analyze and report on digital performance using tools like Google Analytics, heat-mapping tools, SEMrush and Zoho Social. Provide actionable recommendations and insights based on data trends.
- **Collaboration and support:** Partner with internal teams to align digital efforts with broader marketing strategies. Work closely with media, creative and account teams to identify areas of opportunity for continued client success.

Qualifications and skills

- A bachelor's degree
- 5+ years of experience in digital marketing, with a focus and proven experience in digital marketing development and strategies.
- Previous agency experience is preferred but not required.
- Strong content writing skills
- Experience using Google Analytics, Google Data Studio, Semrush (or similar SEO tools) and social media insights with the ability to interpret data.
- Strong understanding of email marketing platforms (HubSpot, Mailchimp or similar) and best practices
- Experience supporting SEO strategies, including keyword research and content recommendations
- Knowledge of website best practices
- Familiarity with content management systems (WordPress, etc.) is a plus
- Strong interpersonal and communication skills (oral and written)
- Ability to complete projects within budget and schedule requirements
- Desire to stay up to date with all current digital technologies, trends and developments
- Ability to work on multiple projects at once within a fast-paced environment

Character

All Hiron's employee-owners are required to uphold the highest standards of ethical practice and business conduct. Hiron's holds itself to the ethical standards set by the Public Relations Society of America, the American Advertising Federation (via the Institute for Advertising Ethics) and the Interactive Advertising Bureau. As a Hiron's employee-owner, you are expected to:

- Be clear, forthright, direct and sincere in every interaction – whether with clients, colleagues, the media or the public.
- Do what you say you are going to do.
- Do the right thing.
- Always act in the best interest of the client.
- Always involve the client as a full partner.
- Treat everyone with dignity and respect.
- Be the colleague you want to have.
- Never say or do anything that you would not want to be a trending topic on Twitter.
- Never disparage a competitor, colleague or client.
- Earn, preserve and protect our reputation.

Equal opportunity employment policy

Hirons prohibits discrimination and harassment of any type and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.