

DIGITAL MARKETING MANAGER/ GRAPHIC DESIGNER

Job Description

Calkain is seeking a Digital Marketing Manager/Graphic Designer to serve as the driving force for all of its online marketing and communications efforts on behalf of the organization. The person assuming this position is to understand the Net Lease industry and its competitive landscape. The Digital Marketing Manager will work collaboratively with the entire marketing department to support our brokerage team and achieve optimal business results. This position will report directly to the Director of Operations.

KEY RESPONSIBILITIES

- Oversee website maintenance and updates to company websites. Monitor site hosting and upgrades. Work with web developer for key upgrades and added features. Assist with web content creation, content postings and overall organization
- Monitor website analytics and optimize behavior patterns to drive conversion
- Maintain all Calkain domain names and ensure renewals are kept up to date
- Develop and implement SEO and SEM strategies, including social media efforts. Work with Director of Operations and outside vendors for all digital campaigns. Measure and report on ROI and effectiveness of efforts
- Oversee e-marketing with email campaigns. Maintain recipient database.
- Provide graphic design assistance for all company materials, specifically with brochures, flyers and other print material
- Work with research department to format charts, a good understanding of MS Excel is required
- Assist with tradeshow booth design and marketing materials
- Oversee special projects including video editing, presentations, etc.

REQUIRED SKILLS

- Excellent organizational and time management skills with ability to multi-task
- Self-starter, positive attitude, and highly motivated team player
- Proven initiative, and the ability to create program timetables and execute them
- Ability to work in a fast paced, entrepreneurial environment, adaptable to changing demands
- Creative and innovative approach to solving problems and resolving issues
- Minimum 3-5 years professional graphic design experience
- Bachelor's Degree in Graphic Design or related field

TECHNICAL KNOWLEDGE & SKILLS

- HTML & CSS coding
- Wordpress CMS
- Adobe Creative Suite (InDesign, Illustrator, Photoshop essential)
- MS Office
- Google Apps and Analytics
- Video editing

PHYSICAL DEMANDS

- Occasional travel required
- Must be able to lift medium-sized packages and assist with and tradeshow setup

Calkain Companies, LLC offers a comprehensive benefits package including health, dental, and life insurance, paid vacation and other benefits. We are an Equal Employment Employer that values workplace diversity. Please send resumes to tbidinger@calkain.com. No calls.