

## Morningstar Communications Digital Marketing Specialist Job Description

### **JOB SUMMARY:**

Morningstar Communications seeks a full-time digital marketing specialist with a minimum one-year of experience, strong writing and organizational skills, and a desire to work in a thriving team atmosphere for leading regional, national and global clients.

The ideal candidate will bring a balance of digital marketing skills and omnichannel copywriting expertise to the team. We're looking for candidates who exhibit a go-getter attitude and have a passion for taking initiative. You'll enjoy working with people at all levels of management and the opportunity to work both autonomously and as part of a larger team developing marketing programs for our clients. Exceptional written and verbal communications skills required, as well as a strong understanding of SEO and online marketing tactics. Experience in the B2B space and with marketing automation programs is preferred.

We offer competitive pay and benefits, including a bonus program, 401K and profit sharing, a flexible work schedule, professional development opportunities and a rewarding team-oriented culture.

Interested? Apply online at <http://www.morningstarcomm.com/about-us/careers/>.

### **KEY RESPONSIBILITIES:**

Collaborate with team members and clients to develop and execute marketing and communications strategies and tactics. Includes social media, marketing automation/email, thought-leadership and media relations campaigns.

Create content for multiple communications channels, including blog posts, infographics, white papers, eBooks, website copy, social media posts, news releases and collateral materials.

Provide guidance on the implementation and use of SEO strategies, as well as paid digital advertising.

Build and deploy marketing automation/email campaigns for Morningstar Communications and its clients.

Assist in media relations activities, including defining media lists, creating media materials and pitching.

Perform tasks in support of marketing campaigns, including research on trends, keywords and markets.

**JOB REQUIREMENTS:**

Knowledge of marketing automation platforms (Act-On preferred) and relational CRM databases (Salesforce preferred) as well as campaign development and lead scoring.

Excellent written and verbal communication skills, including proficiency in copywriting. Must know AP Style, grammar and proofing rules.

Constantly updated knowledge of digital communications trends – including social media, email marketing, blogs and SEO.

Demonstrated technical knowledge and understanding of SEO, SEM, and online engagement best practices.

Proficient in Google Analytics, Google Webmaster Tools, HTML, Word, Excel, Keynote and LucidPress or InDesign preferred.

Strong time management skills and ability to multitask.

Self-motivated, proactive, and capable of working in a fast-paced, team environment.

Ability to work within tight deadlines, while maintaining excellence.

Minimum one-year of related work experience.

**EDUCATIONS QUALIFICATIONS:**

College graduate.