



## Job Requisition

### Digital Marketing Strategist

#### COMPANY OVERVIEW

At Torch Designs, we're not just colleagues, we're a tight-knit family with a passion for crafting captivating marketing campaigns. Rooted in a small, fun, and family-oriented culture, we're dedicated to empowering local businesses – the backbone of the American economy. Our commitment to delivering a high-quality, high-value experience with exceptional customer service sets us apart.

#### POSITION: DIGITAL MARKETING STRATEGIST

#### JOB SUMMARY

As a Digital Marketing Strategist at Torch Designs, you will play a pivotal role in developing and implementing comprehensive marketing strategies that leverage various digital platforms. This role requires close coordination with our sales team, partners, and customers to create and refine strategies utilizing search engines, social media, email, display networks, connected TV, video, SEO, generative engine optimization, and website content marketing.

This position is customer-facing and demands a strong understanding of the appropriate use of different platforms for varying target audiences. It is a left-brain role that requires excellent English, organizational, and analytical skills. While graphic design and video production skills are not necessary, strong communication and strategy skills are essential.

#### WHY JOIN TORCH DESIGNS

- **Family-Oriented Culture:** Experience the warmth of a family-like atmosphere, fostering collaboration, support, and unity.
- **Local Business Advocates:** Be a catalyst for local business growth, making a tangible impact on the American economy.
- **Empowerment Through Impact:** Your contributions will elevate brands and drive real results, enhancing their success stories.
- **Innovative Drive:** Innovation is in our DNA, enabling you to explore cutting-edge strategies in the realm of digital marketing.

- **Cross-Disciplinary Synergy:** Collaborate with professionals across video production, graphic design, website design, sales, and management.

## RESPONSIBILITIES

- **Strategy Development:** Work with our team and partners to create client-specific marketing strategies for the sales team, utilizing digital platforms like PPC, social media, email, SEO, and content marketing.
- **Campaign Execution:** Coordinate and manage the implementation of marketing strategies, ensuring alignment with client goals.
- **Performance Analysis:** Analyze marketing results, proactively adjust strategies, and hold partners and vendors accountable for their deliverables.
- **Client Communication:** Meet with clients to discuss marketing results and concerns, making proactive adjustments to ensure maximum ROI.
- **Content Creation:** Write content for emails, websites, and other marketing media, and manage organic posts on social media.
- **Collaboration:** Collaborate with cross-functional teams to ensure the successful execution of marketing strategies.

## REQUIREMENTS

- Proven experience in digital marketing, with a strong track record of successful campaigns.
- Expertise in SEO, PPC, social media, email marketing, and website content marketing.
- Self-motivated and proactive, with the ability to work independently and efficiently without constant supervision.
- Strong analytical skills for interpreting campaign data and making informed decisions.
- Excellent English language skills, both written and verbal.
- Strong organizational abilities and attention to detail.
- Ability to thrive in a fast-paced environment and manage multiple projects simultaneously.

## PREFERRED QUALIFICATIONS

- Familiarity with the use of AI and generative technologies in digital marketing.

## LOCATION

This position requires the candidate to work in person at our office located in Lakeland, Florida, during normal business hours. Telecommuting and relocation assistance are not available.

## HOW TO APPLY

If you're a Digital Marketing Strategist with a keen interest in the evolving digital landscape and a passion for delivering results, we invite you to join our team. To apply, please send your resume and a cover letter detailing your relevant experience, case studies, contributions to past marketing campaigns, and your aspirations for continuous learning. Include your salary requirements. We look forward to reviewing your application and exploring how your skills can enhance our mission.

**Contact Email:** [careers@torchdesigns.com](mailto:careers@torchdesigns.com)