



Diedrich RPM (DRPM) is an innovative marketing agency offering rewarding careers with competitive benefits in a fun environment. DRPM is known for the great care we take with employees and clients alike.

- We believe in a caring work-life balanced environment
- We believe our employees should love their job - and encourage growth, collaboration, teamwork, integrity, fun and balance.

We are looking for a *Digital Marketing Manager* in our Burnsville, Minnesota office. This position has remote flexibility to accommodate Covid circumstances with a pay range of \$50,000 to \$60,000 per year. Current benefits include:

- Paid time off and 8+ holidays a year
- Medical and Dental (DRPM pays 80% of the premium - caring for our employees and managing the costs of insurance for all)
- Retirement plan with 3% company match
- Group pricing for short term and long term disability and life insurance

Summary of Responsibilities:

Working with DRPM leadership, clients, and DRPM vendors this position leads the strategy and development of digital tactics for DRPM clients. This includes strategy, tactics, and analysis for digital campaigns including digital advertising and SEM. In addition to providing digital strategy for all of DRPM's clients, the position will act as an account manager for digital clients.

Responsibilities include:

- Develop digital campaigns across all platforms.
- Setup, and develop content in collaboration with the internal creative team to create and deploy online strategies including Facebook, Twitter, Linked In, You Tube, email campaigns, websites, banner and other online advertising.
- Set up and develop content in collaboration with internal teams to deploy, manage, and create content for social media sites such as Facebook, Pinterest, Twitter, etc.
- Set up performance and measurement tracking to include custom conversions, Google Analytics goals and audiences, and Facebook Audiences
- Lead development of site maps

Professional and Educational Requirements:

- Highly organized; must be prepared for client meetings with deliverables tied to agendas including designs, presentations, online site pages, and other topics as requested by client
- Working knowledge of web and digital platforms, including Google SEM and Social Media.
- Ability to listen closely and adapt creative direction to brand and clients' needs
- Able to work well under the pressure of tight deadlines and changing demands
- Must have strong verbal, written and visual communications skills
- Must be a strong team player - willing to share with and listen to others
- Must be able to juggle multiple projects
- Bachelors degree or equivalent experience

Location: Burnsville, Minnesota office with remote flexibility to accommodate Covid circumstances

Our Burnsville office is located in the Twin Cities South metro area -- just far enough out of the fray to ease traffic, but perfect access to the Minneapolis-St. Paul metropolitan area. The DRPM office is beautiful and accessible - just one mile west of Burnsville Center surrounded by restaurants and parks. The town is a dynamic community where you will find a ski hill, a performing arts center, and plenty of wonderful places to live and grow.

Grow your skills, love your job, and work in a fun, balanced environment - Apply for this unique opportunity today! Submit your resume and any pertinent info you'd like to share to
Noel@DiedrichRPM.com