



Title: Digital Marketing Assistant

Department: Digital

Reports to: Digital Marketing Manager

Job Summary:

Strong Automotive Merchandising is seeking an internet aficionado to join our team as **Digital Marketing Assistant**.

In this position, your overall mission will be to assist the Search Engine Optimization team in keeping our automotive dealership clients' web pages up-to-date and functioning smoothly. You will work directly with the SEO Coordinators to maintain client websites according to standards set by the brand, compliance, and Strong.

The Digital Marketing Assistant will use a slew of tools like Google Search Console, Google Analytics, and SEMRush to evaluate website performance. You'll use the information gathered from these programs to make updates and improve onsite SEO.

This position requires that you'll need to be skilled at organizing and prioritizing requests and getting issues resolved. You will work with account managers to solve compliance-related problems, as well as receive and track general website requests and submit the appropriate support tickets.

If you have a knack for web editing or design, you'll get to use it as the Digital Marketing Assistant. General website editing and HTML coding are integral parts of this position.

Lastly, attention to detail is key for this position. You will regularly audit clients' websites for errors, inconsistencies, and opportunities for improvement. Ensuring things are entered correctly onsite, both in plain view and in code are critical to this role. An eye for proofing, a drive for accuracy, and willingness to learn will lead to success.

To begin your career in the ever-changing landscape of digital marketing, check out the qualifications list and send us your application today.

Overview

- Work directly with the SEO Coordinators on maintaining dealership websites according to Digital, Brand, and Compliance standards

- Monitor alerts in various SEO tools (Google Search Console, Google Analytics, SEMRush) to evaluate websites and update accordingly
- Handle Compliance issues delivered by Account Team
- Receive, track, and prioritize general website support requests; submit support tickets when needed
- General editing on website platforms
- Webpage creation coding in HTML
- All other duties as assigned by Manager

Qualifications:

- College degree in Marketing or related field
- Proficiency in MS Excel, PowerPoint, Word, and Google Docs/Sheets
- HTML experience a plus
- Familiarity with Google Analytics, WordPress, Website Platforms and Search Engine Optimization Tools a plus
- Attention to detail a must

To apply, send your resume and cover letter to humanresources@strongautomotive.com