



**Job Title:** Digital Marketing Strategist (Full-Time)

**Reports To:** Matt Paulson

**FLSA Status:** Exempt

### **About MarketBeat**

MarketBeat empowers individual investors to make better trading decisions by providing real-time financial data and objective market analysis through MarketBeat.com and other various website brands, mobile application, and e-mail newsletters.

### **Job Summary**

Join the Company's growth team, which is responsible for e-mail distribution list growth and new customer acquisition. Contribute to the team's performance by leading social media, conversion optimization, and search engine optimization (SEO) initiatives at the Company. Build brand awareness through use of various technologies and platforms. The ideal candidate will have experience working with internet-based businesses, social media marketing campaigns, and/or search engine optimization campaigns. For this position, you should be creative and comfortable working with a team. A basic understanding of investing and the stock market is a plus, but not a requirement.

### **Responsibilities**

- Work with tools such as SEMRush, AHrefs, and Google Search Console to conduct keyword research and identify SEO opportunities for Company owned websites.
- Coordinate with the content writing team to develop new SEO-optimized content for websites.
- Review competitor websites to identify new acquisition and growth strategies.
- Manage the Company's social media platforms including Twitter, Facebook, and StockTwits.
- Analyze web traffic metrics and suggest solutions to boost web presence.
- Stay up to date with new developments within digital technologies.
- Other duties as assigned.

### **Qualifications, Skills, and Requirements**

- Must have experience working with internet-based businesses.
- Must have experience with search engine optimization or social media marketing.
- Must have a working knowledge of web analytics tools like Google Analytics.
- Must have excellent written and verbal communication skills.
- Must be a reliable self-manager and be able to complete work independently.
- Must be able to pass a background check.
- Must live within a drivable distance of Sioux Falls, SD.
- Desirable to have a basic familiarity with web design and HTML.
- Desirable to understand conversion optimization tools and strategies.
- Desirable to have working knowledge of the stock market.

### **Benefits**

- Flexible office environment.
- 401(K) Plan – Company contributes 8% of salary after 6 months of employment.
- HDHP Health Insurance - Company covers 100% of individual cost or 50% of family cost.
- Paid Time Off – Three (3) Weeks
- 8 ½ Paid Company Holidays
- Sabbatical program offering additional PTO every five (5) years.
- Charitable giving matching program and Volunteer time off.
- Catered office lunches, snacks, and beverages.

If this position sounds like it was written for you, please apply online at <https://marketbeat.freshteam.com/jobs>. Send any questions you may have about this position to Will Bushee ([will@marketbeat.com](mailto:will@marketbeat.com)).