



Position: Digital Marketing Manager

Compensation: DOE

At Chateau Retirement Communities our mission is to work with each resident to create a unique retirement lifestyle that enables our Resident's to live happier, healthier, longer. If you share our mission and are looking to make a difference in someone's life when you go to work, we'd like to talk to you.

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. Digital marketing managers will work with the marketing team, supporting teams, and vendors to launch campaigns on time and on budget.

Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Education, Experience, and Licensing Requirements:

- Bachelor's in marketing or a related field or equivalent experience
- Proven working experience in digital marketing, particularly within the industry
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.)
- Working knowledge of ad serving tools
- Experience in setting up and optimizing PPC campaigns on all major search engines
- Working knowledge of HTML, CSS, and JavaScript development and constraints

Benefits:

Competitive Pay • 90% Employer paid Medical/Dental • Vision • Life Insurance • Employer matching 401k • Paid Holidays • Paid Sick Leave • Paid Vacation Leave • Discounted Employee Meals • Referral Bonuses • Free Parking • ORCA Card Allowance • Movie Tickets for your Birthday • Meal of Fortune program • Bridge Program (HCA to CNA) • Wellness "Bloom" Program • Verizon Cell Phone Corporate Discount • Engagement Award • CNA License Annual Reimbursement • Tuition Program

To find out more about this opportunity, visit our website at www.chateaurretirement.com, or you may also stop by our community to complete an application to see for yourself all of the warmth Chateau has to offer.

Chateau Retirement Communities is an equal opportunity employer.