



## Digital Marketing Manager

At One Lucky Guitar, our point person in managing the agency's approach to digital strategy is the digital marketing manager. The Digital Marketing Manager's primary responsibility is to make certain we guide our clients to meet their objectives through smart—targeted, creative, sophisticated—digital solutions.

The Digital Marketing Manager is responsible for:

- Development of strategic digital marketing plans.
- Content creation, including writing marketing copy, blogs, social posts and search.
- Management and reporting on all significant measurables; assess the success of campaigns, clients and work.
- Management of specific dashboards, reporting mechanisms and vendor relationships.
- Creation and management of budgets and operational plans.

OLG'ers have extra space in their closets for all of the hats they wear!

Additional responsibilities include:

- Working directly with clients and managing projects.
- Working with Matt and coordinating projects he leads.
- Working on production sets (video, photography) in a variety of roles.
- Working on and managing events and experiential projects.
- Conducting research.
- Writing campaign and conceptual copy, proposals and RFP responses.
- Working with interns.
- Presenting OLG's story to business groups, students, community groups.
- Proofreading and managing project quality.
- Implementing procedures and policies on workflow, strategy, deadlines, and so on.
- Commitment to professional development.
- Foster collaboration, nurture teamwork and promote communication and healthy relationships with clients, strategic partners and coworkers.
- Be a partner and friend to clients and our own team. Don't take orders for projects, but be a leader with new, problem-solving ideas that strengthen clients and OLG.
- Commitment to OLG policies & procedures.

Here's the thing. The One Lucky Guitar environment is one of intense activity. We enjoy a true love for the work we do, and are committed to its quality. We're a humble, hungry and smart team that's active in the community and has a strong culture of working hard and making a difference—and having some fun times along the way. Every month, we feel that there's a pretty good chance we'll look back in twenty years and say, "That's when we were at our best."

We work with people we trust. We work for people we respect. And we do work we can believe in.

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