

2020

One Lucky Guitar, Inc.

Employment Opportunity

February 2020

DIGITAL MARKETING MANAGER

At One Lucky Guitar, the point person in managing our approach to digital strategy is the Digital Marketing Manager (DMM). The DMM makes certain we guide our clients to meet their objectives through smart—targeted, creative, sophisticated—digital solutions.

The Digital Marketing Manager's primary focus areas:

- Development of strategic digital marketing plans.
- Content creation, including writing marketing copy, blogs, social posts and search.
- SEO and SEM strategies and facilitation.
- Management and reporting key performance indicators; assessment of the success of campaigns, clients and work.
- Creation and management of budgets and digital marketing plans.

Additional responsibilities include:

- Working directly with clients (with OLG account managers) and managing projects.
- Conducting research.
- All OLG'ers: Foster collaboration, nurture teamwork and promote communication and healthy relationships with clients, strategic partners and coworkers. Don't take orders for projects, but be a leader with new, problem-solving ideas that strengthen clients and OLG. Commit to professional development. And implement policies and procedures on workflow, deadlines, proofing and so on.

Qualifications

- Humble, hungry and smart.
- Grit; driven to do great things.
- Positive approach to solving problems.
- Google certifications a plus.

About One Lucky Guitar, Inc.

One Lucky Guitar is a boutique creative agency in downtown Fort Wayne, IN. *We communicate brand soul*, through a wide range of services—from brand consulting to creative strategy, digital campaigns to product launches, experiential events to video production—for diverse, purpose-driven clientele.

Interested? Questions?

You can email Matt Kelley at matt@oneluckyguitar.com.

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