

SEO / EMAIL MARKETING COORDINATOR

Overview:

Blue Mountain in Pennsylvania is looking for an SEO/Email Marketing Coordinator to support the transition of the resort from a premier ski destination to a full year round resort serving over 500,000 guests a year. The SEO/Email Marketing Coordinator is responsible for managing link building relationships ensuring accuracy and optimization of partner's information to maximize SEO traffic and revenue. The ideal candidate is skilled in basic business concepts, research skills, confident in web navigation, and should always portray Blue Mountain in the best possible light.

Essential Functions:

Responsible for creating email and link building marketing campaigns to promote visitation. Determines target audience, devises campaign, and launches campaigns to create buzz or generate leads for the resort.

- Link Building
 - Develop relationships with websites to obtain quality links
 - Research popularity of sites linked to page=external link building
 - Develop pay per click advertising campaigns (Google/Facebook ad words)
 - Create Internet ads
 - Produce regular analytic reporting and analysis of key metrics
- Email marketing
 - Create email marketing campaigns to promote products or services.
 - Ensure marketing message is conveyed clearly and delivered properly to prospects.
 - Send messages to those who have opted in for messages.
 - Ensure messages are mobile-friendly.
 - Manage database of emails for maintenance, integrity and security
 - Purge non-deliverable email addresses and opt-outs.
 - Include persuasive 'call-to-actions' in advertisements and promotions.
 - Use statistical analysis and reports to create campaigns.
- Manage Guest Research campaigns – Guest Research, Survey Monkey

Qualifications:

- 2+ years of relevant experience coordinating projects (preferably within an interactive, advertising or marketing agency environment).
- Bachelor's Degree, preferably marketing, business, mass communication, public relations.
- Basic SEO knowledge.
- Good knowledge of static and dynamic website optimization and results.
- Ability to juggle numerous projects at once under deadline pressure.
- Experience with Google Analytics, Google Webmaster Tools, and Google AdWords with AdWords Certification preferred
- In-depth knowledge of Search Engine Optimization & Search Engine Marketing a must
- Must be organized and deadline oriented.
- Experience or knowledge of web publishing and/or advertising is a strong plus.
- Must demonstrate strong writing, communication and interpersonal skills.
- Must be proficient in Microsoft Outlook, Excel, Word, and PowerPoint.