DIGITALMARKETER

6 DIGITAL MARKETING SKILLS TO FUTURE-PROOF YOUR CAREER

CONTENT MARKETING

CONTENT MARKETING MANAGER

Job Description

Content marketing managers serve as leaders of a company's content team and make sure the all of the content assets are in line with the overall marketing strategy. They are responsible for content management, design approval, developing resources, and audience development.

Salary

$72,000 - $113,000

Attributes

Creative
Content marketing is partly science but, make no mistake, it takes a creative mind to fill this role

Leader
The ability to lead a team is a must

Project Management
Tasks often have a start and end date, so project management skills are needed to succeed

BRAND JOURNALIST

Job Description

Sometimes also referred to as a corporate reporter, a brand journalist produces a variety of multimedia that communicates brand value to a company's customers. Think of it as an in-house news operation – but that news is used as another way to generate leads and sales.

Salary

$50,000 - $76,000

Attributes

Strategic
The ability to align content with the overall content strategy of the company

Creative
A brand journalist must be able to tell a variety of stories in new and engaging ways across a variety of platforms

Organized
Assignments are often deadline-driven, so organization is important for success

MANAGING EDITOR

Job Description

Like brand journalists, managing editors handle the day-to-day storytelling of a company. While managing editors aren't always the #1 source of the content, they handle the scheduling, publication, and overall consistency of a company's content marketing assets.

Salary

$55,000 - $102,000

Attributes

Organized
Projects, people, deadlines. A managing editor has to juggle all three

Adaptability
Sometimes writers miss their deadlines or articles get nixed; a great managing editor has to be able to handle last-minute changes

Communication
Managing editors often deal with other writers, so clearly communicating a company's content goals is necessary

SOCIAL MEDIA MARKETING

SOCIAL MEDIA MARKETER

Job Description

Social media marketers are data-driven content curators who serve as the voice of the company on places like Facebook, Twitter, LinkedIn, or wherever else the business has an online presence. They keep channels running smoothly by creating and scheduling content like photos, videos, and graphics. They measure ROI by likes/followers, reach, engagement, leads gathered and sales made.

Salary

$30,000 - $76,312

Attributes

Imaginative
A social media marketer creates a lot of the content for multiple platforms, so a creative mind is a must

Conversational
The ability to write conversationally is important – you don't want all of your messages to sound like advertising

Analytical
Successful social media marketers can look at raw data and calculate their next move

COMMUNITY MANAGER

Job Description

Community managers bridge the gap between company and customer. Where social media marketers work to make the brand attractive and engagement-worthy on various platforms, community managers build and nurture the human relationships hidden in social media communication. They excel at advocating on behalf of the customer while advocating for the brand

Salary

$38,000 - $75,000

Attributes

Empathy
Being able to communicate empathy to the brand's community can't be emphasized enough

Time Management
Social media can be a time-suck. The ability to prioritise tasks is a must

Friendliness
It's not just for clients! Community managers have to establish meaningful connections with team members to effectively advocate for customers

VIDEO MARKETING

VIDEO PRODUCTION SPECIALIST

Job Description

Positioned on the technical side of video marketing, production specialists direct, organize and facilitate a company's video initiatives. This includes planning the content, filming, editing, mixing, compressing… all the bells and whistles of physically preparing the content and getting it out to the masses.

Salary

$49,000 - $73,000

Attributes

Imaginative
Production specialists have to be able to take an abstract idea and turn it into an engaging visual story

Friendly
A disarming personality does wonders for calming nervous video subjects

Task Management
Product specialist is often work with deadlines, so effectively managing projects is a must

VIDEO MARKETING MANAGER

Job Description

Similar to a production specialists, video marketing managers often handle the technical side of content creation, with the added responsibility of positioning and communicating the content's unique value to a target audience. They concern themselves with things like publishing frequency, analytics, and exactly where video content falls in the content marketing funnel.

Salary

$42,000 - $80,000

Attributes

Tactical
Video marketers approach video content creation strategically and understand where in the funnel their content will land

Research
Video marketing relies heavily on thorough research to ensure the right message is in front of the right audience

Cutting Edge
Great video marketers are on constant lookout for the latest in tools, techniques, features and platforms

MEDIA BUYING / TRAFFIC ACQUISITION

TRAFFIC ACQUISITION SPECIALIST

Job Description

This position can go by many names, including Media Buyer and Digital Media Planner, but the job description is the same: develop a paid advertising strategy and successfully implement it across a variety of digital channels. Media buyers plan campaigns from start to finish and handle fun things like budgets and clients. They constantly look for new and better ways to get the most out of their campaign efforts.

Salary

$49,000 - $75,000

Attributes

Cutting Edge
Digital media buyers understand the nuances of changing platforms and constantly keep themselves up to date on the latest advertising channels and terms of service

Data Driven
Budget, ROI, CPC, PPC, CPP… a media buyer keeps a close eye on them all

Strategic
There is a definite strategy behind media buying, and it pays to get familiar

EMAIL MARKETING

DIRECT RESPONSE COPYWRITER

Job Description

Can you write engaging, persuasive content that gets a reader to take immediate action? Direct-response copywriters understand the methodology in getting an audience to take an immediate action when they read through a marketing email – and create the irresistible headline that gets the email opened in the first place.

Salary

$40,000 - $85,000

Attributes

Persuasive
The powers of persuasion must be strong, since email marketing copy is crafted to influence action

Insightful
Successful copywriters are extremely familiar with their target audience; they know just what to say to make them tick (and make them click)

Storyteller
Copywriters excel at using factual pieces to weave a compelling story

EMAIL MARKETING SPECIALIST

Job Description

Responsible for email marketing campaigns from start to finish, analysts (also referred to as specialists in many job titles) do much of the day-to-day coordinating including promotion schedules, campaign planning and implementation, and troubleshooting any roadblocks along the way.

Salary

$61,000 - $85,000

Attributes

Organized
Email marketers have to be organized because they have to be good at managing multiple campaigns

Attention to Detail
A fuzzy eye when reviewing email content is always appreciated

Methodical
Email marketers look at lots of numbers and need to be able to make informed decisions

TESTING & OPTIMIZATION

WEBSITE OPTIMIZATION SPECIALIST

Job Description

Also known as Conversion Specialists. Competition is high in the realm of e-commerce, so making sure a website is top-notch is a high priority. Website optimization specialists are responsible for making sure load times are speedy, implement campaign optimization, and ensure ease of usability across all of a company's web-based collateral.

Salary

$49,000 - $73,000

Attributes

Cutting Edge
Digital media buyers understand the nuances of changing platforms and constantly keep themselves up to date on the latest advertising channels and terms of service

Data Driven
Budget, ROI, CPC, PPC, CPP… a media buyer keeps a close eye on them all

Strategic
There is a definite strategy behind media buying, and it pays to get familiar