



O'Keeffe (www.OKeeffePR.com) is a Digital PR & Content Marketing agency located in Cincinnati's Over-The-Rhine district. We specialize in helping our clients tell the right story, on the right channels, to the right audiences, at the right time. Our aim is to be the best partner in storytelling and lead generation by providing best-in-class content strategy, public relations and digital marketing services to our clients.

Digital Marketing Strategist

We are seeking an enterprising communications and marketing professional to help lead and grow our team and capabilities, while also leading strategy for our diverse mix of clients in both B2B and B2C markets. The ideal candidate has expertise and management experience in the areas of content marketing, influencer marketing, social media, media relations, retargeting and digital marketing. This person should be an exceptional storyteller, writer and editor with experience developing content strategies for multiple platforms and formats. We're looking for someone who is team-oriented, enjoys a fast-paced environment and is ready and willing to hit the ground running.

Reporting Relationships

The Digital Marketing Strategist reports to O'Keeffe's Chief Operations Officer.

Primary Role & Responsibilities

Responsibilities will include, but are not limited to, the following:

- Supervise and guide account management and production staff, including monitoring hours, staff activities and performance
- Manage and service accounts, including strategy development and execution of all content, digital marketing, media relations and social media campaigns, and maintain client relationships
- Participate in agency growth strategies and new business development efforts
- Assist in developing promotional strategy and content for O'Keeffe.

Content Marketing

- Manage and execute content strategies
- Coordinate with client teams to develop and manage an editorial calendar
- Write, edit and optimize content for a variety of styles, such as websites, blogs, newsletters, email campaigns, case studies and others
- Manage influencer relations strategies
- Collaborate with client teams and thought leaders in their organizations to stay informed of and influence new content development initiatives
- Measure and report on all content marketing efforts to continually fine tune the editorial calendar and identify fresh, engaging tactics.

Digital Marketing

- Develop and manage digital marketing campaigns
- Oversee digital strategy and tactics, including SEO, Paid Search and PPC.

Media Relations

- Develop and manage relationships with members of the media, bloggers and influencers
- Assist in compiling and maintaining targeted media lists
- Identify, secure and coordinate media interviews
- Story development and pitching
- Create communications materials, such as news releases, media alerts and guest columns.

Social Media

- Develop and execute social media strategies, which may include social promotions, contests, social ad campaigns and, at times, managing client budgets
- Create and publish shareable content, when needed, that engages the target audience
- Assist clients in monitoring and engaging in social discussions, using best practices for each platform

- Analyze, review and report on all initiatives
- Monitor trends in social media tools, applications, channels, designs and strategies.

Skills & Competencies

- Passion for storytelling
- BS/BA in Marketing, Communications, Journalism, PR or related field
- 5+ years of marketing, digital, SEO and media relations experience
- Must have strong organizational skills to manage multiple projects and meet deadlines
- Excellent written and oral communication skills
- Ability to recommend ad buy budgets
- Willing to take initiative and propose new ideas
- Learning focused, adaptable to change and solution-oriented
- Knowledge of and experience with social media tools, websites and PR software
- A team player who enjoys working both collaboratively and independently with guidance
- Comfortable leading a team of marketers, and works well in leading other cross-functional teams
- Build and execute coordinated awareness and lead generation programs across a variety of digital channels, including paid search, SEO, website optimization, content marketing and email marketing.

Qualified candidates should send a resume, cover letter and salary requirements to Dale Justice at dale@okeeffepr.com.

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