



**Title:** Digital Marketing Assistant

**Department:** Digital

**Reports to:** Digital Marketing Manager

### **Job Summary:**

Strong Automotive Merchandising is seeking an internet aficionado to join our team as **Digital Marketing Assistant**.

In this position, your overall mission will be to assist the Search Engine Optimization team in keeping our automotive dealership clients' web pages up-to-date and functioning smoothly. You will work directly with the Senior SEO Coordinators to maintain client websites according to standards set by the brand, compliance, and Strong.

The Digital Marketing Assistant will use a slew of tools like MOZ, Webmaster Tools, and SEM Rush to evaluate website performance. You'll use the information gathered from these programs to make updates and improve onsite SEO.

To succeed in this position, you'll need to be skilled at organizing requests and getting issues resolved. You will work with account managers to solve compliance-related problems, as well as receive and track general website requests and submit the appropriate support tickets.

If you have a knack for web editing or design, you'll get to use it as the Digital Marketing Assistant. General website editing and HTML coding are integral parts of this position.

Lastly, consistency is key for our SEO clients. The Digital Marketing Assistant will be responsible for researching local listings, sponsorship mentions, and directories to make sure client information is displayed consistently across the web.

To begin your career in the ever-changing landscape of digital marketing, check out the qualifications list and send us your application today.

### **Overview**

- Work directly with the Senior SEO Coordinators on maintaining dealership websites according to Digital, Brand, and Compliance standards

- Monitor alerts in various SEO tools (MOZ, Webmaster Tools, SEMRush) to evaluate websites and update accordingly
- Handle Compliance issues delivered by Account Team
- Receive and track general website support requests; submit support tickets when needed
- General editing on website platforms
- Webpage creation coding in HTML
- Research local listings, sponsorships, directories for needed updates
- All other duties as assigned by Manager

**Qualifications:**

- College degree in Marketing or related field
- Proficiency in MS Excel, PowerPoint, and Word
- HTML experience a plus
- Familiarity with Google Analytics, WordPress, Website Platforms and Search Engine Optimization Tools a plus

To apply, send your resume and cover letter to [humanresources@strongautomotive.com](mailto:humanresources@strongautomotive.com)