

WRITING ENGAGING & OPTIMIZED JOB DESCRIPTIONS

Increase talent acquisition, engagement, and application rates by writing engaging and optimized job descriptions that will rank on the first page of search results. Utilize the best practices and template below to attract relevant and qualified applicants.

SAMPLE JOB DESCRIPTION:

Digital Marketing Manager

A real estate and property management company headquartered in **BALTIMORE, MD** is seeking a **DIGITAL MARKETING MANAGER** to grow the organization's brand and digital presence. Seeking an entrepreneurial spirit that can audit the full digital landscape and identify a marketing plan of opportunities to implement on time and within budget. The individual will require a strong understanding of integrated marketing campaigns with a strong emphasis on search marketing and lead generation.

If you are a self-starter and motivated by seeing your marketing plans flourish from inception to completion this opportunity will fulfill your career wish list. Bring your analytic thinking cap and ROI mentality as you collaborate directly with the President of the company. Flex scheduling available with the opportunity to get out from behind the desk and travel to the various properties around the Baltimore County area.

This is an immediate part-time freelance position with the opportunity to convert full time.

Search Marketing Manager Responsibilities:

- Gain a deep understanding of business goals, industry landscape, existing marketing, seasonality and target audiences.
- Define KPIs and set benchmarks to measure future campaign performance against.
- Develop a B2B marketing strategy to help move the need in generating business leads for new property developments.
- Evaluate and report the performance of each campaign with a thorough executive summary analysis.
- Manage and execute integrated marketing campaigns, including but not limited to: SEO, PPC, Web/Mobile, Email Marketing, Social Media, Signage and Brochures.
- Create, manage, and drive the brands for each individual properties and make recommendations to leadership team on marketing strategy.
- Develop and manage budgets for specific campaigns and programs.

Search Marketing Manager Requirements:

- Bachelor's degree in marketing, communications or related field.
- 4+ years of marketing and brand strategy experience.
- Solid understanding of SEO/SEM, Google Analytics, Google Adwords, Moz or SEMrush.
- Strong writing and editing experience for web and search marketing campaigns.
- Strong project management experience, must be able to self-manage and prioritize projects with little supervision.
- Understanding of online marketing strategies including lead generation, email marketing, analytic tools.
- Business and ROI minded, analytics driven.

About Profiles:

An award-winning creative and marketing workforce solutions provider. Profiles places the highest caliber candidates in Fortune 500 companies and leading brands, nationwide. Our specialized recruiters represent an elite group of skilled professionals for contract, contract-to-hire, and direct hire positions. Profiles is headquartered in Baltimore, MD with a remote staff of entrepreneurial individuals across the nation.

New job opportunities are listed daily - www.careerprofiles.com.

QUICK APPLY

Include the job title and location in the first sentence - if remote, indicate that as the location

Use the perks of the department, role, and location as a hook

Set expectations of employment type to attract the correct audience

List items for easier reading

5-7 responsibilities give an idea of the day-to-day, but leave the reader wanting to ask for more

What projects or company initiatives will this position be accountable for?

Include the secondary keyword or synonym that would commonly be searched

Repeat the Job Title again for SEO purposes

94% of Job Seekers have used a smartphone to browse job openings.

Start with key requirements or non-negotiables

List software, programs, and tools

Omit soft skills unless absolutely necessary

Insert your company boiler plate

Limit the use of internal lingo & abbreviations

Let job seekers know where they can find your other job openings

Make it easy for job seekers to apply with a clear and easy call to action. Apply button should be at least 48 px wide for a thumb-friendly mobile application

THE PROFILES DIFFERENCE



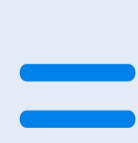
Industry Knowledge

Profiles' highly specialized recruitment team uses their comprehensive industry knowledge to create enticing job descriptions.



Strategic Review

Our marketing team goes through each job description with a fine tooth comb to ensure all jobs are highly optimized and aligned with current industry trends.



Highly Optimized Job Description

These combined efforts ensure that all job descriptions are strategically written and optimized to help attract the highest caliber talent.