EarthColor, Inc.

Title: Digital Marketing Manager

Location: 249 Pomeroy Road, Parsippany, New Jersey 07054

Job Type: Full-Time (Experienced)

Compensation Type: Salary

Start Date: ASAP

Primary Responsibilities:

Social Media Marketing:

- Build and manage the company’s social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
- Moderate all user-generated content for each community.
- Create editorial calendars.
- Collaborate with other departments (sustainability, sales, production) to manage reputation, identify key players and coordinate actions.
- Update Google Analytics Campaign Tagging Tool.

Blogs:

- Create quarterly editorial calendar.
- Write various types of articles on a wide range of topics for our blog.
- Work alongside freelance blog writers to help create content that educates and entertains our audience and supports marketing goals.
- Post blogs weekly.
- Collaborate with sales professionals, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience.
- Monitor daily product editorial comments.

Website

- Manage the backend of WordPress websites, including creation of pages and posts.
- Provide basic search engine optimization to blog posts.
- Maintenance of earthcolor.com, including UI, site structure, and content.
- Monitor and analyze web traffic utilizing Google Analytics.
- Keep up with current web trends and bring new ideas.
Newsletters

- Develop and distribute weekly Sales newsletter and quarterly Employee Newsletter.
- Gather and choose photos and content for newsletter through social media and blog content calendars.

Press Releases and Communication

- Create content regularly to grow the company’s footprint including press releases, corporate announcements, and creative content.

Qualifications:

- Bachelor’s degree in Business, Marketing or related discipline.
- Digital marketing expertise.
- Strong business and marketing communication skills.
- Ability to work well with a variety of functions across the organization combined with customer focus.
- Time management, well organized, attention to detail.

Application Instructions:

Please send resume to jobs@earthcolor.com.

About the Organization: Privately held Commercial and Digital Printing Company headquartered in Parsippany, N.J.