Job Title: Digital Marketing Advertising Specialist  
FLSA Classification: Non-Exempt  
Department: Business Development – Business Relations  
Reports to: Director of Business Services  

Position Overview:  
Takes lead role in cultivation and participation of Accredited Businesses' (ABs) Digital Marketing Program. Work closely with the Director of Business Services and CEO to increase the overall Accredited Business retention program for the BBB of Southern Arizona; maintain and grow the current Accredited digital advertising program and provide support as needed.  

Primary Duties and Responsibilities:  
- Assume the lead role in the cultivation and participation of Accredited Businesses (ABs) Digital Marketing program.  
- Meets or exceeds goals for project by contacting the ABs and conveying the opportunity for their business to participate in a paid electronic marketing tool that will enhance their exposure via BBB co-marketing.  
- Goal is secure an average of 8 meetings per week with a minimum of 5 meetings per week. Securing enough meetings each week will ensure that the employee is working towards the budgeted sales goal which is ultimately how we measure the success of the Digital Marketing Advertising Specialist position.  
- Focuses primarily on achieving new sales for online directory listings to meet and exceed monthly and annual new sales goals.  
- Analyzes needs of AB and determines most effective sales approach to ensure meeting the marketing objectives of the AB.  
- Write accurate contracts for each transaction to include all necessary BBB language. Tracks and maintains records of all signed contracts for processing and retention purposes.  
- Completes transaction with AB in an efficient and effective manner and collects payment prior to posting directory listing. Works with finance team to complete process.  
- Obtains and reviews all final, camera-ready required artwork from the AB and sends information to database vendor/or uploads to online directory in timely manner.  
- Collaborates with Director of Business Services to ensure record keeping is up to date and renewals are processed and recorded accurately.  
- Refers Directory participants to AB Services as needed to maximize their accreditation tools and resources.
• Documents all conversations, meetings, sales, with ABs by entering notes in database system and communicating with Director of Business Services.
• Monitors online directory daily and immediately takes down AB directory listings due to non-payment, (non-renewal of Accreditation or suspension/revocation of Accreditation will automatically result in AB listings being removed from the online directory through database)
• Promotes and sells other co-marketing opportunities to ABs such as, SES program.
• Generates monthly sales reports and projections to reconcile and track AB participation and growth on online directory.

Other Duties and Responsibilities:
• Make suggestions on how to improve the digital marketing program.
• Other duties as assigned by the Director of Business Services.

Experience, Skills and Abilities:
• 3+ years of sales experience required with advertising, Internet, digital marketing directory focus preferred.
• Experience coordinating an advertising or directory program logistics preferred.
• Demonstrated problem solving and judgment capabilities.
• Excellent oral and written communication skills.
• Must have ability to present sales materials using PowerPoint in an effective manner.
• Ability to customize presentations using PowerPoint.
• Ability to adhere to company presentation guidelines and policies.
• Exceptional customer service, interpersonal, organizational, business communication and time management skills.
• Willingness to learn and adapt to new responsibilities.
• Demonstrated ability to interact to with wide range of customers.
• Effective planning, organizational and detail-oriented skills – ability to prioritize multiple projects and adjust workload accordingly.
• Must take initiative, be self-motivated and an independent, accountable, dependable performer.
• Must have the ability to travel to appointments as needed – must be able to provide proof of auto insurance.
• Proficient use of Microsoft office, with demonstrated capability in Word, Excel, Google Docs and gmail.
Working Conditions and Requirements:
BBB's work environment is that of a typical office, and the characteristics described here are representative of those an employee may expect to encounter while performing the essential functions of this job. This section is not an all-encompassing, but rather what one might come to expect on a regular basis.

This position will have frequent meetings with clients in which employee is expected to be dressed at a minimum, business casual, i.e. slacks with collared shirt. No athletic shoes or ripped clothing. Please refer to the Employee Handbook for more detailed descriptions. The employee will also have access to: PC, Laptop, telephone, copier, fax machine.

All employment with BBB is considered at-will. This job description does not constitute a permanent relationship between BBB and the employee named below, and is subject to change at any time, with or without prior notification.