

Writing Engaging & Optimized JOB DESCRIPTIONS

YOUR JOB DESCRIPTION TEMPLATE

Increase your talent acquisition engagement and applications rates through writing engaging job descriptions that are optimized for ranking on the first page of search results. Utilize the best practices below to attract relevant and qualified applicants. Below is a failsafe template for how to write a 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 an 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.

Post one that is SEO-friendly and commonly used in the industry. Identify and use primary and secondary key terms throughout the job description

Set expectations of employment type to attract the correct audience

Include the job title and location

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

SEARCH MARKETING MANAGER RESPONSIBILITIES

- ✓ Gain a deep understanding of business goals, industry landscape, existing marketing, seasonality and target audiences.
- ✓ Define KPI's and set benchmarks to measure future campaign performances 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.

List items for easier reading

Include the secondary keyword or synonym that would commonly be searched

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

Detail to the industry and explain how performance is measured

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.

More than half OF FORTUNE 500 COMPANIES HAVE MOBILE-RESPONSIVE CAREER SITES.

2 out of 3 SEARCHES OF ANY NATURE BEGIN ON GOOGLE, INCLUDING JOB SEEKING.

List software or tools

ABOUT PROFILES

The leader in Marketing and Creative Technical Recruitment since 1998, Profiles places the highest caliber candidates in Fortune 500 companies and successful organizations across the country. Our experienced recruiters focus on candidates drawn from the top 20% of job seekers nationwide. Profiles professionals are available for contract, contract-to-hire, and direct hire positions. Headquartered in Baltimore, MD, Profiles has regional offices in Philadelphia, Richmond and Washington D.C.

Have you considered a contract position? Profiles offers the following benefits: competitive salary; 401(k) plan; weekly paycheck and bonus pay; health, vision and dental insurance; online software and soft skill training.

NEW JOB OPPORTUNITIES ARE LISTED DAILY:
www.careerprofiles.com.

QUICK APPLY

Insert your boilerplate

Limit the use of internal lingo & abbreviations.

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

77% OF JOB SEEKERS USE MOBILE JOB SEARCH APPS.

Sources:

shrm.org/hrdisciplines/technology/articles/pages/mobile-recruitings-next-wave.aspx

imomentous.com/blog/tag/corporate-mobile-readiness-report/

shrm.org/hrdisciplines/staffingmanagement/articles/pages/changing-nature-of-recruiting.aspx

comscore.com/Insights/Presentations-and-Whitepapers/2013/2013-US-Digital-Future-in-Focus

about.beyond.com/infographics/mobile-job-search-apps

profiles
careerprofiles.com

