



Herrmann Global
Posted: November 12, 2021

Open Position:
Digital Marketing Specialist
40 hours per week, with flexible hours

Location: Lander, WY or remote

Herrmann Global is a highly reputable strategic tourism marketing firm that specializes in connecting travel and hospitality brands to the right audience. We utilize the latest technology and industry trends to efficiently inspire and engage relevant potential travelers by creating unique stories via Visit USA Parks and Untraveled. We are a passionate, value-driven group of people committed to a shared purpose of helping destinations that are lesser-known build a competitive advantage globally with a small budget. We work hard, but we also value rest, self-care, and rejuvenation. Most companies pay lip service to this, but we've embedded these values within our policies and procedures, offering up to 28 paid vacation days for all our staff as one of many examples. Our office is located in a small town in Wyoming, surrounded by gorgeous mountains that offer world-class climbing, backpacking, and fishing. We love our staff in the office, but we are also a virtual company with team members spread across the US and Europe.

If you enjoy working in a creative, fast-paced, innovative environment, and have a keen eye for detail, then we would love to hear from you.

We are currently seeking a digital marketing specialist to assist with many aspects of our marketing operations including social media management, content creation, and paid digital campaigns. The ideal candidate is creative, eager to learn, and passionate about travel and tourism.

Responsibilities

- Coordinate with Accounts Director and VP of Digital Strategy on executing client campaigns involving a variety of marketing tactics including social media, content creation, email marketing, and paid digital
- Assist VP of Digital Strategy and VP of Global Strategies with developing, implementing and managing marketing campaigns
- Analyze data and prepare reports on social media performance and paid social campaigns

Requirements for this position

- Minimum two years of social media management and content creation experience
- Highly creative with excellent analytical abilities
- Outstanding communication, interpersonal, and critical thinking skills
- Willingness to research and learn about trends and tools in social media, marketing, and advertising

Preferred qualifications for this position

- Bachelor's degree in marketing, hospitality & tourism, or relevant field
- Experience in setting up and optimizing Facebook and Google ad campaigns
- Knowledge of WordPress CMS

Skill requirements for all Herrmann Global positions

- Care more: You must have exceptional customer service skills.
- Be curious: You must have a high level of interest in constantly learning new things.
- Problem solving: You must possess the ability to identify and understand problems and have a willingness to solve them.
- Sensitivity: You must have a high level of awareness for the needs of colleagues, clients, and the Herrmann Global business.

To apply, please send a cover letter and resume to:
florian@herrmannnglobal.com & danella@herrmannnglobal.com