

Digital Marketing Generalist Job Description

Wellspring Digital is looking for a talented and strategic Digital Marketing Generalist to aid our marketing team in SEO, PPC, blog writing, social media, and more. This role will float between different marketing verticals and will assist where needed most. The candidate that fits this role the best will be able to multitask and have a diverse background in the marketing field.

Digital Marketing Generalist Responsibilities:

- Work closely with the Senior Digital Marketing team to close gaps and complete tasks as needed.
- Create engaging content through blog, social media, or general website content.
- Communicate with clients directly when needed.
- Compile data into reports for clients.
- Assist with research and compiling data for proposals
- Set up meetings with clients and on occasions, facilitate those meetings.

Digital Marketing Generalist Requirements:

- Have a general understanding of SEO, PPC, social media, and blog writing.
- Must be comfortable with writing for multiple platforms (social media, blog, website, etc.).
- Strong organizational skills required.
- Must be comfortable working in a fast-paced environment.
- Comfortable managing multiple tasks and deadlines at once.
- Multitasking and analytical skills.
- Strong communication skills.
- Willingness and ability to learn on a very steep learning curve!

If you would like to learn more about Wellspring Digital, please contact us jobs@wellspringdigital.com