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AMERICAN DANCE TRAINING CAMPS

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DIGITAL MARKETING MANAGER (Austin, TX)

40 hours/week, beginning ASAP in January 2016

Job Title: Digital Marketing Manager

Report To: New Business Director

Job Brief: If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels. This position is responsible for development and growth of online revenue and profitability, while ensuring effective operations across ecommerce assets. The ideal candidate will be a collaborative leader adapt at leading through influence and will serve as a change agent, providing insights that drive new ideas.

Essential Job Functions: Assist ADTC New Business Director with any/all of the following:

- Plan and execute all web, email, social media and marketing database campaigns
- Develop online growth strategy aligned with our overall business strategy
- Design, build and maintain our social media presence, devising strategies to drive online traffic to the company website
- Measure and report performance analytics of all digital marketing campaigns, assess against goals (ROIs and KPIs) & guide action
- Identify trends and insights and optimize spend and performance based on these insights
- Identify, quantify and execute best practice processes for online channel
- Brainstorm new and creative growth strategies
- Plan, execute and measure experiments, conversion tests and competitor data
- Collaborate with our SEO/SEM company to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Research & evaluate emerging technologies for continual site improvement/expansion
- Provide thought leadership and perspective for adoption of new technologies where appropriate
- Manage the company website, improving the usability, design, content, social engagement and conversion
- Effectively plan & budget all digital marketing, aggressively managing key drivers behind sales and gross profit margin, including traffic, average order value and conversion

Qualifications:

- Bachelor degree in Marketing preferred
- Experience managing PPC, SEO, ecommerce, affiliate programs, marketing database, email and social media
- Strong understanding of current online marketing concepts, strategies and best practices
- Previous experience in similar digital marketing role
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (Google, Youtube, Facebook, etc).
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints, preferred
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

Compensation:

\$30,000 / year (with growth potential!)

To apply for this position, email your resume to Lindsey Fadner (lfadner@danceadtc.com) by January 8, 2016. Resumes will be screened prior to interviews. Not all candidates will be interviewed.

About ADTC:

American Dance Training Camps (www.AmericanDanceTrainingCamps.com) offers nine overnight dance camp locations (Vermont, California, Illinois, Maryland, North Carolina, New Jersey, Colorado, Texas & Costa Rica)

Our Certified Dance Choreographers and teachers are MTV performers, Broadway dancers and contestants from your favorite TV shows. They travel to dance studios, schools, YMCAs, Parks & Rec facilities, etc. (anywhere, nationwide) to teach hometown dance camps with the coolest combinations from some of the best national and international dance studios, dance schools and dance performance groups.

And now we're offering school-based dance programs (which we call dance "movements") nationwide. Join us in spreading the love of dance all over the world. Come work (and dance and play!) with us to make this vision a reality.

Visit www.AmericanDanceTrainingCamps.com to find out more!