



Marketing Associate  
MORTY

**Job Category:** Marketing/Sales

**Job Source:** nrbjobs.com

## Job Summary

**Employment Type:** Full Time

**Gender:** Any

**Career Level:** Entry Level

**Salary:** Negotiable

**Experience:** 1-3 years

**Posted On:** 14 Oct 2024

**Application Deadline:** 12 Nov 2024

## Job Context

- We are seeking an analytical and motivated Marketing Associate to join our New York City team. In this role, you will be responsible for developing and executing performance-driven strategies to grow our acquisition channels, improve SEO rankings, and drive targeted traffic to our platform. This is an exciting opportunity for someone who is eager to learn and grow in the digital marketing field. Must be able to work in person 3 days per week in our Brooklyn office.

## Job Description/Responsibility

- Digital Marketing: Collaborate closely with the marketing team to develop and implement digital marketing campaigns and GTM strategies that drive measurable growth.
- Digital Ads Management: Own the management and optimization of digital ad campaigns (Google Ads, Meta, YouTube) to maximize ROI and drive traffic. This includes keyword research, ad copy creation, and performance analysis.
- SEO: Manage the development and implementation of SEO strategies to increase organic search visibility. This includes keyword research, on-page optimization, and link-building initiatives.
- Data Analysis: Monitor and analyze website traffic, search engine rankings, and campaign performance using tools like Google Analytics, Google Search Console, and Google Ads. Provide regular reports and insights to the team.
- Content Creation: Collaborate with the Head of Marketing to create strategic, SEO-friendly content that resonates with our target audience and drives engagement.
- Competitor Analysis: Conduct research to identify trends, opportunities, and gaps in the market. Use this information to inform and refine our strategies.
- Continuous Learning: Stay up-to-date with the latest trends and best practices in SEO, content marketing, and PPC advertising. Apply new knowledge to improve our strategies and outcomes.

## Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

## Additional Academic Requirements

- Bachelor's degree, or equivalent, in Marketing, Communications, Business, or a related field.

## **Experience Requirements**

- 1 - 3 years of experience is required.

## **Additional Experience Requirements**

- 1-3 years of experience in digital marketing, SEO, digital advertising.

## **Skills Requirements**

- Strong analytical skills with the ability to interpret data and make informed decisions.
- Excellent written and verbal communication skills.
- Excellent project management abilities.
- Basic command of SEO principles and Google Ads.
- Familiarity with tools like Google Analytics, Google Search Console, and keyword research tools.
- Highly motivated and self-driven.
- Highly organized with the ability to self-manage multiple projects and deadlines.
- Able to work in a fast-paced, dynamic environment.
- Eagerness to learn and grow in the digital marketing space.
- Ability to think creatively and contribute innovative ideas to the team.
- Adaptable and open to learning new skills and technologies.
- Must be able to work in person 3 days per week in our Brooklyn office.

## **Work Area**

- Applicant should have experience of working in the following category(ies): Marketing/Sales

## **Industry Type**

- Experience should include the following skills: Real Estate/Developers

**Address:** New York, NY, New York, NY, United States

**Company Profile:** Real Estate

**Company Website:** <http://www.morty.com/>