



Keokee :: media + marketing
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Job Description: Digital marketer / writer-editor

This is a new combination position for our company that will specialize in digital marketing for a variety of our client companies but will also require sharp writing and editing skills to contribute client copywriting as well as journalistic writing for our own print and digital publications. The job requires multiple skills in digital marketing, editing and writing; intense attention to detail; and a gusto to help us figure out and lead our marketplace in the fusion of print and online media.

DIGITAL MARKETING is a primary role for this position, where you'll develop and implement overall strategies to create robust online presence for clients, drive traffic to client websites, produce conversions and ultimately help clients meet their business goals online.

- Perform copy writing for client websites, including keyword-optimized writing of page content, blogging and executing content marketing projects. With designers and developers, contribute to the usability, design and conversions for client websites.
- Manage content for numerous client websites utilizing the Wordpress content management platform, requiring proficiency and ongoing skills acquisition in Wordpress.
- Create and execute on-page and off-page search engine optimization strategies.
- Create and execute search engine marketing campaigns utilizing pay-per-click and display advertising vehicles and tools.
- Create and execute email marketing strategies.
- Create and execute social media strategies.
- Utilize analytics tools to create metrics, track conversions and measure performance.
- Review, stay continuously abreast of, and adopt new technologies and techniques to keep Keokee at the forefront of developments in digital marketing.

Here are specific technologies and tools you'll work with as relates to search:

Google organic search	Google local search	Google My Business
Google PPC Ads	Google Display Ad Network	Google remarketing
Google webmaster tools	Google analytics	

These are social platforms we have identified as priorities for our clients, and for which the position requires strategic knowledge and hands-on management.

Facebook	YouTube	LinkedIn
Instagram	Pinterest	Twitter

Directories and industry-specific sites:

TripAdvisor	Yelp	Angie's List	Houzz
BuildZoom	GuildQuality	HomeAdvisor	

And, others that may emerge or be identified.

WRITING AND EDITING is the the other major role for this position and will include work for our flagship publication, Sandpoint Magazine, helping to develop story ideas and issue themes, contributing writing of short and long stories, helping to edit, and proofreading. You'll similarly contribute to Schweitzer Magazine; our online publications including SandpointOnline.com and the weekly Town Crier email newsletter; and for both proprietary books and books we produce for self-publishers.

You'll also draw plenty of assignments for copywriting in marketing pieces we produce for clients, including print advertisements, brochures, newsletters, websites, social media, blogs and possibly video or radio scripts. We are developing a vertical market for building contractor clients around the western U.S., and you will be called on to contribute smart writing for building contractors on a wide range of home design, building and remodeling topics. Occasionally you may be assigned as the lead client contact or account manager for such projects.

Finally, a much smaller role but one that may grow: You may occasionally contribute to the editorial product and success of our affiliated weekly newspaper, Sandpoint Reader.

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That sums up the skills and tasks for this position, but to all that add this: We're a small shop. Everyone here can get called on occasionally to lend a hand for anything from dropping off a project with a client, to helping distribute magazines, answering phones or shoveling a sidewalk.

And finally, as a key player in our company, we want you to contribute ideas and enthusiasm to help us find or create new opportunities for everything Keokee does... and succeed in all endeavors we undertake!

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The position is full time at 40 hours per week. There is a 90-day probationary period, after which we'll have a performance review and if performance is satisfactory you'll become permanent.

The position is paid hourly. Overtime at time and a half is paid for hours worked over 40 per week. At peak times, overtime will likely be required.

Compensation for this position is set DOE at time of hire. Benefits include a health insurance allowance, paid major holidays, 2 weeks paid vacation. Flexible work schedules are possible so long as the schedule can meet our project and client needs.

Want to apply? Email us, only, with your resume and a cover letter to: admin@keokee.com

We'll reply to confirm receipt of all applications. We hope to hear from you!

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