

**Location:** Atlanta, GA

**Opportunities:** Senior Marketing Specialist

**Reports to:** Department Manager/Director

**Compensation:** Commensurate with experience

**Full time**

**Company Description:**

UrbanTrans North America (UrbanTrans) is a woman operated and owned consulting firm with offices in Atlanta, Denver, Los Angeles, and Toronto.

UrbanTrans specializes in innovative transportation solutions with a focus on multi-modal program management, marketing and planning. Our mission is to create sustainable environments by developing and advancing innovative transportation solutions. We believe that increasing the availability and viability of convenient travel choices for all people benefits communities, employers, developers, and citizens by reducing transportation infrastructure spending, alleviating congestion and improving air quality.

**Job Overview:**

UrbanTrans manages various multi-modal transportation programs that aim to change commuter travel behaviors. These programs are supported by strong communications strategies and the expert production and implementation of them. The successful senior marketing specialists' responsibilities include but are not limited to:

- Lead communications-related work on multiple campaigns for multiple clients, oversee budgeting, time management, scheduling, etc.
- Develop and assist with implementation of communications plans across multiple mediums and on a variety of platforms
- Design and produce digital outputs/collateral for websites, social media, email communications and other integrated digital marketing platforms
- Design and coordinate production of printed marketing collateral
- Lead copyediting efforts to produce audience-centric messages for all communication outputs
- Create and monitor targeted social media advertising for lead generation and campaign promotions
- Monitor and report on analytics and insights for all websites and social media accounts
- Routinely perform updates and edits to all UrbanTrans managed websites through CMS
- Participate in the development of client-based strategic marketing and communications plans
- Contribute to the management of contact databases and audience segmentation
- Remain up-to-date with the latest trends and best practices in digital marketing and measurement as they apply to UrbanTrans' work to change travel behavior in the present and potential future
- Assist in the production of documents, reports, proposals and presentations through design and copyediting
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**Education and Work Experience Requirements:**

- BS/MS in marketing, communications, or related field
- 3+ years experience in digital marketing and/or design related field.

**Skills, Knowledge, and Abilities:**

We realize job descriptions often ask you to be great at everything. We've broken down the job skills based on what our perfect hire must have versus skills that we think it would be nice to have, because we can't all be super-humans but we sure strive to be. This outline will help us both realize if this is a good long-term match.

**Our must haves:**

- Strong understanding of the Adobe Suite (Photoshop, Illustrator, InDesign)
- Strong understanding and experience in managing CMS websites (WordPress)
- Experience managing a CRM/contact database
- Experience managing social media accounts and creating ROI for social media advertisements
- Experience with monitoring and reporting on marketing analytics
- Understanding of marketing automation tools and concepts
- Experience creating communications plans and contribution to campaign management
- Good quality control and assurance demonstrated through visual and written outputs
- Experience with A/B and multivariate experiments
- Good skills in copyediting for audience-centered messaging per key communication mediums identified for this position (strong copywriting skills in our subject matter a big plus).

**These are the things that will be nice to have:**

- Experience with content strategy and governance including digital optimization, content and editorial quality
- Experience in video creation, and website strategy management
- Experience optimizing digital assets to maximize user/conversion funnels
- Experience with SMS marketing
- Basic understanding and experience with SEO
- Familiarity with customer journey mapping
- Working knowledge of HTML, CSS, and JavaScript development and constraints

**Basic/General requirements:**

- Valid Driver's License
- Desire to positively affect the community, region and environment
- Ability to lift, carry and transport 25+ lbs when needed

**To Apply:**

Please send a resume, portfolio and cover letter to Aaron Gaul at [GaulA@urbantrans.com](mailto:GaulA@urbantrans.com)

In your cover letter, be sure to include a quick paragraph or two regarding your favorite campaign(s) that showcases some of the "must haves" we list above. Include quick highlights to let us know the goal(s), metrics, and results for that campaign. We'd also be interested in hearing how you see your skills being applied to the mission of UrbanTrans and our clients.

Position will remain open until filled.

We appreciate all applicants; however, only those shortlisted for an interview will be contacted.