



PlusThis, a high-energy software company (based in Gilbert, AZ) is on the hunt for an in-office baller **Digital Marketing Manager**. We're not just a company; we're a fun-loving team who helps small businesses supercharge their automation through our extensive library of strategies, add-ons and tools.

Internally your title will officially be the *Funnel Growth Manager* and you will be the one to drive recurring revenue growth by overseeing, executing and optimizing our paid ads, our funnels, our email marketing and our digital properties.

### **RESPONSIBILITIES:**

- **FUNNELS AND CLIENT JOURNEY:** You'll build, monitor and optimize our funnels and our client journey. You'll be creating landing pages, sales pages, email sequences, etc.
- **EMAIL LIST:** You'll plan and execute email campaigns to both engage and monetize our email lists. This will include planning the email marketing calendar as well as writing and sending the emails to our lists.
- **SOCIAL MEDIA:** You'll be responsible for posts and engagement on our Social Media accounts (FB, IG, LinkedIn, TikTok, etc.). This will include planning the content and creating the assets.
- **ADDITIONAL RESPONSIBILITIES**
  - Coordinate with Ad Agency to help optimize Ad Spend into funnels
  - Coordinate with our Client Success team on client marketing and success resources and initiatives
  - Coordinate with our Product Dev team to give insights on what people want us to build into the product

### **WHAT WE'RE LOOKING FOR FROM YOU**

- Increase the number of trials and paying clients that come through our funnels, our email list and/or our social media accounts
- Decrease the cost per trial/paying client



- Increase the size and engagement of our email list
- Increase the followers and engagement of our social media accounts

**SKILL SETS you should have to succeed in the role. Here's what you should be able to do well:**

- Keap experience
- Copywriting (emails, landing pages, video scripts, ads)
- Experience running full customer journey marketing campaigns (from lead to prospect to customer to referrer)
- Reporting (marketing campaign conversions, ad conversions, revenue tracking)
- Familiar with popular automation tools (Keap, Zapier, PlusThis, Google Workspace, ClickFunnels, Canva, Clickup)
- Ability to articulate ideas clearly and concisely (videos, social media, events, trainings)
- Grasp of strategic and tactical concepts (ability to see overall goal, why it's important, how to accomplish it prudently)
- Easy to interact with (via chat, via phone, via web calls)
- Understanding of social media platforms (FB, YT, Instagram, TikTok)

**The total compensation package includes:**

- \$60k to \$80k salary, with bonus potential
- Group medical insurance 100% company-paid for up to employee + 1
- Group voluntary dental & vision insurance (100% employee-paid)
- 401k with matching
- 10 paid holidays per year
- 20 vacation/sick days per year

Ready to become part of this digital adventure? Take your first step towards joining our amazing team by completing the online application.

**APPLY HERE → <https://blog.plusthis.com/hiring-digital-marketing-manager/>**