

# DIGITAL MARKETING SPECIALIST

Posted: February 10, 2026

Location: Uniontown, PA

Type: Part-Time

Start Date: March 30, 2026



## About Essential Marcom

We are a growing marketing agency committed to delivering strategic, data-driven solutions to clients across industries. Our team values precision, accountability, and creative problem-solving. As we expand our operations, we are seeking a capable and motivated individual to support our marketing initiatives and contribute to the success of our clients and internal projects.

## Job Description

The Digital Marketing Specialist will develop and implement digital marketing strategies for the company and its clients and provide support across various marketing functions, including identifying target audiences, developing strategies to acquire new business, content development, digital campaign execution, and performance reporting. Primary responsibilities include building paid and organic digital campaigns, developing content enhancement strategies, presenting your campaign ideas to the Marketing Manager, reviewing metrics, and compiling analytics reporting. This position offers an opportunity for you to utilize creativity and analytical thinking while also contributing to business development.

## Key Responsibilities

### Campaign Execution

- Develop and deploy digital marketing campaigns that drive results
- Establish and implement email marketing automations to segmented audiences
- Identify paid and organic opportunities that increase brand awareness, boost engagement, and convert
- Develop strategies for effective CRM integrations
- Optimize digital marketing campaigns to increase returns on ad spending

### Content Creation & Management

- Optimize content for social media, blogs, newsletters, and websites to drive engagement
- Conduct SEO audits and outline action items to improve performance
- Implement A/B testing, evaluate performance, and establish standards based on performance

### Analytics & Reporting

- Monitor campaign performance and compile data-driven reports
- Track KPIs and identify areas for optimization
- Prepare reports for client review

## Strategic Planning

- Collaborate with leadership to develop strategic plans for clients and new business opportunities
- Lead company outreach initiatives and follow-up action plans
- Prepare presentations and documents for client review

## Qualifications

### Required:

- Bachelor's degree in Marketing, Communications, Business, or related field
- Strong written and verbal communication skills
- Familiarity with digital marketing platforms and tools (e.g., Google Analytics, Google Ads, Meta Business Suite, CRM systems)
- Ability to manage multiple tasks and collaborate effectively with team members
- Detail-oriented with strong organizational skills

### Preferred:

- Experience with WordPress, Wix, or other CMS platforms
- Advanced understanding of SEO and paid media
- Prior internship or experience in marketing or communications

## Compensation & Benefits

- Opportunities for professional development and advancement
- Collaborative team environment with structured onboarding and mentorship

## Application Instructions

Interested candidates should submit a resume and a brief cover letter outlining relevant experience and interest in the role to [info@essentialmarcom.com](mailto:info@essentialmarcom.com).

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