

# Director – Digital Marketing, for Retailworks, Inc. and its LMF Group division

**Type of Employee:** Full Time (32+ hours)

**Hourly Rate:** Dependent upon experience; minimum of 8 years working for commercial businesses required for this position.

## Description of Work

Including but not limited to:

- Growing and maintaining both Retailworks and LMF Group's social media platforms and websites (active involvement in staff meetings, client/vendor meetings, external events, conferences, etc., to gain pertinent content, including taking/editing/posting photos/videos as necessary)
- Auditing clients' social media platforms and websites, and provide recommendations to brand/update
- Learning new platforms/techniques and integrating knowledge into above tasks

## Job Qualifications

Trustworthy/reliable

Strong professional skills

Creative thinker, problem solver

Strong communications skills (verbal and written)

Detail oriented

Flexible

Team oriented

Degree in digital marketing and/or graphic design preferred

A significant depth of knowledge in the social media world regarding legal/moral/ethical codes of conduct, and the ability to abide by them in all cases

Reliable transportation

Ability to work solo, but also with a team

Willing to grow with the Company

## Technical Qualifications

Quick, accurate typing skills

Working knowledge of Adobe Suite (Photoshop, Illustrator, InDesign), Word, PowerPoint, and Excel, Video editing program

Advanced experience using all the social digital platforms, i.e.: Facebook, Instagram, Twitter, LinkedIn and TikTok

## Performance Evaluated on:

Efficiency and effectiveness

Meeting project goals

Communication skills

Organizational skills

Creative abilities

Client satisfaction

Desire to learn

Working well with Company's team

If interested, please reach out to Lyn Falk at: [lfalk@retailworksinc.com](mailto:lfalk@retailworksinc.com). Include resume and examples of work.