

**Title: Digital Marketing Manager**

**Reports to: EVP Corporate Strategy, Zayo Group**

**Location: Louisville, CO**

**Summary**

The Digital Marketing Manager is responsible for supporting the external social media activities of the organization through listening and engaging within multiple social media channels. This role is also responsible for understanding the direction and changes in the social media world and implementing new ideas within Zayo while supporting the internal adoption of social media to support Zayo's transition into a social enterprise. Lastly, this role will support the content maintenance of the website and work with various 3<sup>rd</sup> parties that support the website upkeep.

**Essential Duties and Responsibilities:**

1. Influences and manages the Social Media Roadmap with inputs across the organization
2. Creates content for and manages all Social Media channels including the Corporate Website, Twitter, LinkedIn, Facebook, Chatter, Blog, RSS feeds
3. Oversees current Social Media reporting resources such as Marketwire, Visitor Track and Radian 6
4. Monthly Social Media stats readout including SEM/PPC, Google analytics interpretation
5. Works with organization to create a social enterprise culture
6. Researches new social media platforms and implements new platforms as appropriate
7. Manage vendor relationships in regards to outsourced functions – SEO Optimization, Website Back-End Support, Website Re-design (if necessary)

**Required skills, Experience and Education:**

- 1-5 years of experience working directly with social media platforms and strategy; previous agency and/or digital marketing roles a plus
- Undergraduate degree from a recognized university with a focus on social media, communications, journalism, and/or public relations
- Strong organization, analytical, self-management, project management, digital media/email skills, social networking capabilities
- Sense of urgency to drive results and a bias toward action are imperative
- Ability to write professional copy, have proofreading abilities and have proficient phone skills
- Individual must have experience with website management, Google applications, Word, Excel, PowerPoint, and social networking channels such as Facebook, Twitter, LinkedIn, RSS and blogging
- Ability to travel occasionally as needed to attend industry and customer meetings

Ideal candidate possesses excellent communication, interpersonal, organizational and time management skills; is a team player, self-motivated and demonstrates creative thought. Must be able to manage a high volume workload effectively, efficiently and demonstrate the ability to multi-task. Candidates must possess a strong work ethic, excellent skills in the areas of analytics, judgment and decision making, with the ability to adapt to change and be willing to work outside of normal business hours occasionally.

**To apply:** Please email your resume and cover letter to: [marketing@zayo.com](mailto:marketing@zayo.com)