

Position: Digital Marketing Specialist

Reports to: Marketing Manager

****This position is 100% in-office in historic Ybor City, Tampa, FL.***

J.C. Newman Cigar Co. was founded in 1895. With our headquarters, factory and museum located in historic Ybor City (Tampa), Florida, J.C Newman Cigar Company is the oldest family-owned cigar manufacturer and distributor of premium cigars in the country and operates the last cigar factory in the Cigar City of Tampa.

The Marketing team is looking for a Digital Marketing Specialist to join our team. The Digital Marketing Specialist will report to our Marketing Manager and will be responsible for promoting J.C. Newman Cigar Company products, as well as "El Reloj" and the factory experience through our website and advertising partners. This individual will work in tandem with our marketing and graphic design team to be creative in driving traffic to the website, followers to our profiles, and using visuals to tell our family story. To be successful in the role, the ideal candidate will need to bring enthusiasm, professionalism, and technical know-how. This role will also assist the J.C. Newman marketing team with customer service and administrative duties.

The essential skills and experience require and individual who has the ability to:

- Create and implement a comprehensive strategy to promote brands digitally and grow social media following.
- Manage social media accounts by developing a content calendar, creating and posting content, and responding to messages.
- Manage websites, including updating content, meta data, and image alt-tags.
- Manage SEO, including writing and publishing blog posts on cigar topics, to increase web traffic.
- Manage email marketing campaigns by sending targeted emails to retailers and consumer lists.
- Work with creative team to develop banner ads and distribute them to cigar media.
- Manage company pages on Google, TripAdvisor, Yelp and other platforms and respond to reviews and messages.
- Capture photos and videos to enhance and support the digital marketing initiatives.
- Respond to general emails received from websites.
- Manage relationships with cigar media and influencers.
- Create reports demonstrating the effectiveness of digital marketing and other marketing strategies.
- Perform other duties as assigned by the Marketing Manager

The requirements for consideration:

- Bachelor's degree in marketing or related field
- Minimum 2 years-experience experience with digital and content marketing
- Familiarity with ecommerce websites, specifically WordPress and the use of WooCommerce
- Knowledge of how to manipulate Google Analytics and Google Search Console
- Experience reporting on digital success metrics by use of UTM codes and email capture conversions
- Experience using mass email platform (specifically MailChimp)
- Proficiency in Canva and Adobe Creative Suite preferred
- Excellent interpersonal and communication abilities
- Proficient in marketing research and statistical analysis
- Detail-oriented and highly organized
- Ability to work a flexible schedule, including nights and weekends on rare occasions to assist with other Marketing initiatives.

J.C. Newman Cigar offers a competitive benefits package which includes major medical, vision and dental insurance, 401k Savings Plan with Company match, Company paid life and short-term disability insurance, Company sponsored long term disability, additional life insurance and healthcare insurance policies, vacation, and personal time.

To be considered for this position and the opportunity to join the most elite cigar manufacturer in the industry, please forward a copy of your resume to our Human Resource Department at hr@jcnewman.com. Please feel free pick up an application at our factory located at 2701 N. 16th St, Tampa FL 33605.

At J.C. Newman Cigar Company we hold a belief that diversity and inclusion is an essential part of our success over the last 129 years. We have a diverse and inclusive team of dedicated people and are proud to be an Equal Opportunity Employer and comply with all federal, state and local laws prohibiting employment discrimination of any kind. We are a drug-free workplace and conduct pre-employment drug screening.