



# Job Listings @ Area Businesses

## For OFTC Students & Alumni

These job openings are posted by OFTC's Career Services on behalf of local businesses in our communities. OFTC is a unit of the Technical College System of Georgia and an Equal Opportunity Institution.

**Job Title:** Digital Marketing Strategist

<b>Company:</b>	Farmers Home Furniture	
<b>Contact:</b>	Crystal Pittman	
<b>Job Location:</b>	Dublin, GA	
<b>Posting Date:</b>	02/21/2024	
<b>Closing Date:</b>	Until filled	
<b>Phone/Email:</b>	<a href="http://www.farmershomefurniture.com">www.farmershomefurniture.com</a>	
<b>Service/Product</b>		
<b>Hours/Week:</b>		<b>Shift:</b>
<b>Salary:</b> Will be discussed at interview		<b>Benefits:</b> Included
<b>Travel Necessary:</b> No		<b>Relocation:</b> No

### To Apply:

Applicants can apply online at [www.farmershomefurniture.com](http://www.farmershomefurniture.com) . For assistance or more information, please contact Saketta Brown, OFTC Career Services, [sdbrown@oftc.edu](mailto:sdbrown@oftc.edu).

### Description of Job:

- Develop concepts using Google Ads, Analytics, YouTube and Big Query developed dashboards
- Devise and implement strategies that drive online traffic to the company's websites to create additional lead generation opportunities.
- Working knowledge of Search Engine Optimization to maintain strong organic KPI's
- Manage online brand and product campaigns to ensure consistency and raise brand awareness.



- Improve the usability, consistency, design, and content of segment external website
- Provide and evaluate website analytics to determine future digital strategies
- Assist with supporting new product launches
- Translate company goals and objectives into actionable & measurable digital marketing programs including SEO, PPC, social, mobile, email, online media, website strategy and other digital components
- Develop digital metrics strategies and conduct analysis to make recommendations that will increase company ROI
- Plan, execute and monitor digital/social media campaigns across Meta, Instagram, YouTube, Google, Pinterest and emerging social networks/technologies.