



Career Opportunity: Digital Marketing Specialist

Guided by the belief that dogs make a difference by being the best partner a human can have in the field, on the job, or in a competition event, UKC is a community for people and dogs to pursue excellence together. Founded in 1898, UKC has been dedicated to enhancing the lives of Dogs That Do More™, and their owners, by providing essential resources to help owners and breeders make informed decisions. The dog-human bond is celebrated through family-friendly programs highlighting the instincts and heritage of purebred and mixed-breed dogs alike at over 18,000 licensed events annually.

We're seeking a passionate and results-driven Digital Marketing Specialist to join our dynamic media team. This role will focus on developing and implementing innovative digital marketing solutions to enhance our online presence, engage our audience, and promote our events and services.

Key Responsibilities:

- **Content Creation:** Develop engaging content for various digital platforms, including websites, social media, newsletters, and blogs, aligning with our brand voice and strategy
- **Social Media Management:** Oversee our social media accounts, creating and scheduling posts, responding to audience engagement, and analyzing performance metrics to improve reach and engagement
- **Email Marketing:** Design and execute targeted email marketing campaigns to promote events, newsletters, and other initiatives, analyzing performance for continuous improvement
- **Analytics and Reporting:** Monitor and analyze digital marketing metrics using tools like Google Analytics, providing regular reports on campaign performance and recommendations for future strategies

Qualifications:

- Has three or more years of demonstrated ability to successfully manage corporate digital presence with verified accounts
- Strong understanding of social media, email marketing, analytics, and digital marketing tools (e.g., Google Analytics, Hootsuite, Mailchimp)
- Has experience with Boosted and Sponsored ad campaigns
- Has excellent written and verbal skills
- Creative thinker with strong collaboration skills and project management skills
- Willing to travel multiple weekends throughout the year

What We Offer:

- Company-supported medical and life insurance plans; dental, vision, and Aflac available
- Paid Time Off plus paid holidays at employment commencement
- 401(k) with company matched contributions
- Continuous training and development programs with opportunities for growth and advancement
- Salary for this position is commensurate with experience

How To Apply:

If you're a motivated digital marketing professional with a love for dogs and a knack for content creation, we invite you to join our team and contribute to the continued success of United Kennel Club. Apply now and become a part of our mission to celebrate and promote Dogs that do more.™ Please submit your resume to careers@ukcdogs.com.