

Digital Marketing Specialist In Mountain Home, Idaho

We are seeking a talented and experienced Digital Marketing Specialist to join our Marketing team to maintain and grow our "Made In America" brands for the Inventive Group. We are in beautiful Mountain Home, Idaho. This position is full-time on-site, and we are willing to help relocate the right candidate to Idaho.

The ideal Digital Marketer will have a proven track record in managing and optimizing campaigns across various online platforms, including social media, Google Ads, YouTube, and more. This role demands a strategic thinker who can translate data into actionable insights, driving performance and ROI for our brands. This role will report to the Marketing Director to accomplish the overall strategic initiatives also work very closely with the sales team in helping to manage conversations/comments online so that our clients, followers and brand are well represented.

Key Responsibilities:

- Develop, propose, implement, and manage paid media campaigns across social media, Google Ads, YouTube, and other online platforms for our four brands: In The Ditch®, Fish Fighter® Products, Razorback Offroad RBO®, and Inventive® Products.
- Monitor and analyze campaign performance, making data-driven decisions to optimize results.
- Collaborate with the Marketing director to clearly understand strategic initiatives, collaborate with graphics team to design compelling ad creatives that align with campaign objectives and collaborate with sales in monitoring results and making needed modifications.
- Conduct keyword research and audience targeting to maximize campaign effectiveness.
- Stay up-to-date with industry trends, platform updates, and best practices to ensure our strategies remain cutting-edge.
- Provide regular performance reports and insights to Marketing Director and internal stakeholders.
- Manage budgets effectively, ensuring efficient allocation of resources to achieve campaign goals.
- Participate in strategy sessions and contribute to the overall digital marketing plan.

Qualifications:

- Proven experience in managing paid media campaigns across multiple platforms.
- Strong understanding of social media advertising, Google Ads, YouTube, and other digital marketing channels.

- Proficiency in analytics tools (e.g., Google Analytics) and ad management platforms.
- Excellent written skills in both content quality and correctness.
- Exceptional analytical skills with the ability to interpret data and make informed decisions.
- Excellent communication and collaboration skills.
- Ability to thrive in a fast-paced, results-driven environment, that can require quick shifts in strategies or campaigns
- Bachelor's degree in Marketing, Advertising, or a related field preferred, but not required with enough professional experience.

Bonus Qualifications:

- SEO experience
- CMS platforms, specifically WordPress or any web knowledge
- Adobe Creative Suite knowledge
- Animations, GIF production, motion graphics, photography or videography

Why Apply:

- Great Pay
- Health Insurance
- 401(k) Plan with company matching contribution up to 3% of pay
- Paid Holidays
- Paid Time Off (PTO)
- Bereavement Pay
- Access to our new state of the art Exercise Center, cornhole, Arcade and shuffleboard games
- Weekly Leadership training
- Company lunches (Be sure to check out our Crazy Lunch Videos) at [In The Ditch YouTube Channel](#)
- Opportunities to advance and contribute
- Wonderful opportunity to make a difference in our world by working with people that really care
- We are a company that truly believes in getting better every day. This goes for our Company and the people who work here
- Everyone says people are a company's biggest asset, at the Inventive-Group™, we prove it!

Apply:

inventive-group

One Company, 4 Brands

- Visit www.inventivecareers.com/ for more information!
- You will be asked to upload a resume with previous work history and three professional references (names and phone numbers for previous supervisor/managers).
- Call HR at 208-587-7960 with any questions about the position.

A little about us:

Inventive-Group™ is a locally owned business that's been in Mountain Home for over 20 years and looking forward to the next 20.

We operate (4) Brands under Inventive-Group™, click on the links to check out their websites.

- In The Ditch® Towing Products – www.intheditch.com
- Razorback Offroad RBO® Products – www.razorbackoffroad.com
- Fish Fighter® Products – www.Fishfighterproducts.com
- Inventive® Products – www.Inventiveproductsinc.com

At Inventive-Group™, we operate a high-tech facility with Lasers, CNC Press Brakes, CNC Turning Centers, CNC Mills, Robotic Welding Cells, Autonomous Robots, and employ some of the most talented people on earth. We do everything in-house and believe in being the best we can be. In March 2021, we moved into our new 90,000 square foot state-of-the-art manufacturing facility featuring an employee exercise center, recording studio, and Research and Development center. Open link in new tab to watch the Video- <https://www.youtube.com/watch?v=X6fB3Si18gg>

Our focus on developing new products and growing our company, people, and processes have never been more focused than it is today. We have a sense of pride when we say, “Made in America.” This pride comes from a deep desire to be better each day, but the thing we are the proudest of is our company antics and company culture. The Inventive-Group™ brands continue to grow because we find great success by recruiting people who are excited about working here and buy into our [culture](#). We truly believe in coaching and developing people who have a great attitude, work ethic, and want to leave their mark on the world. At Inventive-Group™, we value people for their Enthusiasm, Commitment, Hard Work, as well as the ability to do things better each day, not just for their certifications, degrees, or the buzzwords on their resumes. We love candidates that believe our only opportunity to win in the marketplace will come by hiring and retaining the best people in the industry. If you have the desire to help us build a great company and want to surround yourself with people who share the same vision, please apply today.

inventive-group
One Company, 4 Brands

2915 Industrial Way
Mountain Home, ID 83647

Phone: (208) 587-7960

