



## **Digital Marketing Assistant Manager (PRMS)**

We have the following job opportunity in our **Arlington, VA** office:

### **Description**

The Digital Marketing Assistant Manager will be part of the Professional Risk Management Services (PRMS) team, which provides medical malpractice insurance to psychiatrists for FAIRCO. Both PRMS and FAIRCO are subsidiaries of TransRe. This role is responsible for supporting all digital marketing efforts for the company, from creating and initiating digital social, email, and advertising campaigns to analyzing the results and making recommendations moving forward. Responsibilities include but are not limited to:

- Developing and executing creative and engaging social media initiatives, including copy, design/content creation, scheduling, reporting, and paid advertising, for PRMS and FAIRCO, as well as for key company leadership.
- Implementing and overseeing SEO functionality via an external SEO management platform, to increase organic traffic to the PRMS website by following platform recommendations and implementing PRMS website updates.
- Supporting digital paid advertising efforts.
- Managing digital advertising campaigns with media, partners, and other organizations.
- Tracking and reporting metrics and data for all digital campaigns to analyze impact on leads and overall performance while assisting in management of the overall digital advertising budget and advertising calendar.
- Supporting brand management, ensuring consistent branding and brand voice across all creative assets.
- Creating and editing compelling video content for social media, advertising, and educational purposes
- Collaborating with marketing team and other departments to provide partnership advertising deliverables, develop social media content, create new marketing materials, and update website content.

### **Requirements**

- 4+ years of experience working in digital marketing, advertising, social media (Facebook for Business, LinkedIn, Instagram, X, etc.), Google for Business, email deployment platforms, and supporting budget management.
- Good analytical skills.
- Strong copywriting and editing skills.
- Experience with website management, graphic design, photography/video, and branding.
- Ability to present to a group and comfort with public speaking.

### **Work Schedule**

TransRe is supportive of an agile work schedule, which may differ based on individual roles, your local office's practices and preferences marketplace trends, and TransRe's business objectives. This position is eligible for a hybrid work schedule with 4 days in the office per week, and 1 day remote.

*Interested in applying for this role? Please visit our [Careers Page](#) to apply!*