

**Monro, Inc.**  
**Digital Marketing Specialist**

- Reviews and processes new hire and/or termination documents
  - Notifies store, district, and/or zone manager when new hire has been assigned an employee number
  - Creates electronic folders for new hires, and places documents in them
  - Accurately keys employee information into HRIS system
  - Tracks new hire requirement completion dates on an Excel spreadsheet and follows up on missing documents, approvals, background checks and rehire approvals
  - May verify I-9 information through governmental websites for work eligibility
  - Assists HR staff with filing, information distribution, faxing
  - May assist with annual benefits enrollment
  - May assist with Human Resources daily, quarterly and special reporting of information to internal and external customers
  - Prepares reports as requested
  - Assists with special projects
  - Other duties as assigned Strong understanding of consumer marketing and demand generation marketing tactics
  - Ability to solve problems, prioritize tasks, multitask, and manage time effectively
  - Strong computer skills and ability to learn software applications independently
  - Must be results driven, enjoy problem solving, and passionate about being challenged
  - Experience in integrated digital/content production a plus
  - Solid background in and understanding of digital marketing principles and methodologies (SEO, page ranking, social media, content marketing, email marketing, PPC and SEM)
  - Very strong organizational skills and attention to detail
  - Able to handle multiple projects simultaneously, on budget and before deadlines
  - Ability to work proactively, independently, and make decisions
  - Strong writing, presentation, and communication skills. A Storyteller.
  - Thrive on collaboration and teamwork
  - Goal driven and task oriented
  - Self-motivated and enthusiastic
  - Passionate about technology
1. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages.
  2. Must be well organized, detail oriented, accurate and able to work in a fast-paced environment.

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