

SynergEyes has an exciting opening for a Digital Marketing Manager with 5+ years of digital marketing experience, preferably with B2B experience in a technical field. This person will be a cornerstone of the digital marketing team and will be responsible for establishing and executing interactive digital marketing campaigns that include, but are not limited to email campaigns, website content, web-based lead generation, and social media marketing, print and collateral.

The *Digital Marketing Manager* develops and executes the full scope of the digital marketing mix in order to drive traffic, acquire new customers and nurture and grow existing customers. Primary responsibilities include campaign development, campaign management, implementation and reporting. The position supports the VP of Marketing and Director of Marketing and works closely with creative team and external partners.

This person is responsible for online support for the business including websites, sales automation and marketing automation systems. Additionally, this person provides support in the development and creation of off-line collateral, print and other marketing materials.

### **Essential Responsibilities:**

#### DIGITAL MARKETING

- Manage digital marketing and content development plans and calendars for all SynergEyes products to optimize results including emails, online advertising, social media, digital advertising, Google advertising, retargeting, SEM, SEO.
- Set up and manage inbound and outbound marketing automation campaigns using Hubspot and Microsoft Dynamics CRM.
- Administer the company websites and provide content for partner websites to maintain quality and integrity of brand and content. Troubleshoot problems and update as needed.
- Oversee and manage content creation and calendar with primary focus on lead generation, customer engagement and retention.
- Oversee online communities on the company's behalf using Twitter, Facebook, Instagram, LinkedIn and other social media channels.
- Responsible for landing pages, site pages and maintenance of web copy.
- Manage SEO process to ensure that web users can easily find SynergEyes through major search engines and online advertising.
- Recommend and follow best practices for online marketing initiatives through the coordination of activities to maximize revenue and lead generation activities.
- Monitor and evaluate analytics, social media trends, lead generation efforts, market research data and campaign results providing updates and reports to management. Identify ways to improve programs.
- Create, manage and improve social media efforts and coordinating with a digital agency.

**Please attach a resume to be considered.**

## **Desired Skills and Experience**

- BS/BA Required.
- Minimum of 5 years of delivering online marketing results.
- Successful track record in developing and executing innovative digital and social marketing plans.
- Experience in email marketing.
- Strong organizational skills and experience with online tracking systems. Knowledge of email marketing programs and experience managing marketing automation systems preferred. HubSpot experience a big plus.
- Familiarity with customer relationship management (Microsoft Dynamics CRM) software and sales automation platform (Showpad)
- Experience executing online marketing programs using Google AdWords, display and paid social networks such as Facebook and Twitter and retargeting.
- Ability to create and update websites in Wordpress. Basic HTML.
- High energy team player, innovative thinker and a self-starter. Willing to learn and seek out new software applications.
- Proficiency with Adobe imaging software for making minor edits to marketing materials.
- Strong proficiency with Outlook, Word, Excel, and Power Point.
- Video editing a plus.
- 10% travel may be required.