



Digital Marketing Specialist

The Digital Marketing Specialist should have 5+ years of digital marketing experience, preferably with B2B experience in a technical or FDA-regulated field. Primary responsibilities include campaign management, implementation and reporting. Coordinate and execute the full scope of the digital marketing mix in order to support efforts to drive traffic, acquire new customers and nurture and grow existing customers. Responsible for following best practices for marketing programs including email campaigns, newsletters, online advertising, social ads, Google advertising, retargeting, website and blog content, social media, SEO, PPC, SEM and analytics. Responsible for setting up and managing inbound and outbound marketing automation campaigns using Hubspot and Microsoft Dynamics CRM. Maintain online support for the business including websites, sales automation and marketing automation systems. Implement digital marketing and content development plans and calendars to optimize results. Responsible for tracking multiple projects with specific deadlines. Must have good attention to detail and strong follow-through.

Essential Responsibilities: DIGITAL MARKETING SUPPORT

- Implement digital marketing and content development plans and calendars to optimize results including emails, newsletters, online advertising, social ads, Google advertising, retargeting, SEM, SEO.
- Responsible for setting up and managing inbound and outbound marketing automation campaigns using Hubspot and Microsoft Dynamics CRM.
- Administer the company website maintaining quality and integrity of content. Troubleshoot problems and update as needed.
- Coordinate content calendar and content creation with primary focus on lead generation, customer engagement and retention.
- Implement and maintain landing pages, site pages and web copy.
- Administer, assist and train team members on the sales automation and marketing automation systems.
- Recommend and follow best practices for online marketing initiatives through the coordination of activities to maximize revenue and lead generation activities.

- Gather, evaluate and report on analytics and program results to identify ways to improve programs.
- Coordinate and improve all social media efforts. Assist in development and execution of social media plans, with support as needed of outside digital agency.
- **MARKETING SUPPORT**
- Work closely with Marketing Director and/or VP to execute annual marketing plan and provide necessary project management to keep the projects on track.
- Ensure that marketing activities adhere to the brand design requirements.
- Responsible for gathering, monitoring and reporting on metrics of digital marketing programs.
- Create, compile, analyze and forward/present data from landing pages, Survey Monkey and other online forms to appropriate team members.
- Develop and write content for website, professional and consumer articles and blogs and other marketing communications.

Education and Experience Requirements

- BS/BA Required.
- Minimum of 5 years of digital or online marketing and web analytics.
- Strong organizational skills and experience with online tracking systems. Willing to learn and seek out new applications.
- 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, sales automation platform (Showpad) and Google Analytics.
- Experience executing online marketing programs using Google AdWords, display and paid social networks such as Facebook and Twitter and retargeting.
- Proficiency with Adobe imaging software for making minor edits to marketing materials.
- Strong proficiency with Outlook, Word, Excel, and Power Point.
- 10% travel may be required
- Salary - \$30.00+/Hr