

POSITION TITLE: Digital Marketing Specialist

EXEMPT

REPORTS TO: Marketing Manager

NON-EXEMPT

GENERAL SUMMARY: The Digital Marketing Specialist is responsible for developing and managing email list segments, creating email marketing campaigns, overseeing search engine marketing and maintaining all digital marketing analytics and key digital performance indicators. Working under the direction of the Marketing Manager, the incumbent will identify strengths, weaknesses and opportunities to maximize Precept's digital strategy.

ESSENTIAL JOB FUNCTIONS:

1. Maintains a current understanding of email marketing best practices and applies them to the execution of campaigns.
2. Maintains the email database ensuring clean data, data segmentation and organic list growth.
3. Analyzes performance metrics, providing recommendations to improve effectiveness of email campaigns.
4. Develops, implements and evaluates the implementation of A/B and multivariate testing of email campaigns.
5. Determines target audiences and develops relevant email campaigns to create general awareness or pursues specific calls to action.
6. Collaborates with multiple teams and owns the email process from start to finish.
7. Manages the full lifecycle of email and marketing campaign automation including targeting, testing, distribution and analyzing.
8. Implements strategies and best practices to nurture leads through timely and well thought out email content.
9. Generates monthly reports on marketing campaign performance.
10. Develops website traffic plan and stimulates audience growth.
11. Ensures marketing messaging is conveyed clearly and delivered properly to constituents.
12. Ensures internal and external messages follow relevant industry policies and best practices.
13. Works closely with the Marketing Manager and other departments to ensure campaign targets and timelines are achieved.
14. Creates a positive team atmosphere and facilitates teamwork beyond the scope of own functional area.
15. Performs other job duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

1. Strong understanding of email marketing and analytics
2. Demonstrated use of an email marketing automation platform
3. Excellent grasp of website metrics and best practices
4. Strong project management skills
5. Ability to work well under tight deadlines and balance multiple projects simultaneously
6. Experience with lead generation, SEM and SEO
7. Advanced knowledge of HTML and CSS required
8. Salesforce knowledge preferred
9. Results driven, proactive & able to work autonomously
10. Ability to work in a fast-paced environment
11. Problem solving attitude
12. Flexible, change-embracing in rapidly evolving work and market environment

TRAINING AND EXPERIENCE:

Bachelor's degree in marketing, communications, business or a related field. 3 to 5 years of proven work experience in digital media marketing with a marketing agency, in-house creative department or marketing related field.

PHYSICAL REQUIREMENTS:

	0-24%	25-49%	50-74%	75-100%
<i>Seeing:</i> Must be able to read documents and use computer.				X
<i>Hearing:</i> Must be able to hear well enough to communicate with co-workers and clients.				X
<i>Standing/Walking/Mobility:</i> Must be able to move between buildings.			X	
<i>Climbing/Stooping/Kneeling:</i> Must be physically able to reach all filing cabinets, shelves and drawers for information storage.		X		
Lifting/Pulling/Pushing: Must be physically able to handle deliveries of small packages.		X		
<i>Fingering/Grasping/Feeling:</i> Must have the ability to write, type and use the telephone.				X

PHYSICAL DIMENSIONS: Light work: Exerting minimal force consistently to move objects less than 25 lbs.