

EnvirOx, LLC.

Job Description

Job Title: Digital Marketing Specialist
Department: Marketing
Reports To: Marketing & Communications Manager
FLSA Status: Exempt
Prepared By: HR
Prepared Date: 5-2017

Summary EnvirOx, the leading B2B manufacturer of environmentally-preferable cleaning products, seeks a digital marketing specialist with proven experience to take our online brand awareness and lead generation to the next level. This position will strategize, design and execute on all digital marketing for EnvirOx, including inbound/content marketing, social media, PPC/advertising and more. The Digital Marketing Specialist will play a key role to the lead generation and business-building contributions of the Marketing Department and will work closely with the Marketing and Sales teams to achieve company growth goals.

The ideal candidate will be a highly-motivated self-starter who is enthusiastic about growing our digital presence. They will display a willingness to learn and a good eye for analytics as well as strong accountability to results.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Works with Marketing Manager to strategize and execute on digital marketing campaigns, including PPC, inbound/content marketing, SEO, social media and advertising.
- Develops, deploys and measures demand generation campaigns through a variety of digital channels to include testing and optimization.
- Collaborates with Marketing team to produce digital content and campaigns to support social media, inbound content marketing & SEO best practices.
- Grows social media presence, utilizing creative resources to produce relevant content and leverage our online communities.
- Maintains and updates website content, working closely with web designers and developers to optimize the customer's experience with our website.
- Manages all inbound web leads, tracking all activity in CRM and reporting on results.
- Secures meetings for inbound leads, working within our sales and distribution channel.
- Participates in quarterly department planning.
- Establishes online marketing goals to ensure brand awareness and business growth.
- Maintains high level of knowledge around digital marketing best practices and innovations.
- Communicates with outside advertising agencies to secure ongoing campaigns.

- Develops metrics, tracks analytics and provides analysis of website and other digital marketing activity performance, including ROI reporting and conversion rate optimization.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Accountability - Accept personal responsibility for the quality and timeliness of work.

Can be relied upon to achieve excellent results with little need for oversight. Accepts responsibility for own actions. The extent to which the employee conducts themselves in an “above the line” manner.

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.

Autonomy- Must be a self-motivated team player that enjoys a high level of independent work.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Results Driven - Is committed to doing what it takes to consistently achieve all commitments and performance goals which have been aligned with EnvirOx company goals and key results. Drives for results in improving organizational performance through one's every day contributions to make positive progress towards company objectives.

Requirements:

- Bachelor's degree (B. A.) in Marketing, Communications or similar degree from four-year college or university with an emphasis Digital Marketing preferred.
- 2 – 3 years related experience and/or training.

- Proven track record of planning and executing successful digital marketing campaigns.

Technical Skills

To perform this job successfully, an individual should have knowledge and experience with the following Software and Web Applications:

- CRM software
- Microsoft Office Suite
- Content management systems (CMS)
- Social media management software, like Hootsuite, preferred
- Marketing automation software, like HubSpot or Marketo, preferred
- Email marketing software, like MailChimp, preferred
- Google AdWords, Display Network, Analytics, Search Console preferred.
- Adobe Creative Suite and/or HTML/CSS experience is a plus

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.