



## Digital Marketing Specialist (Digital Marketing / Marketing Automation)

We are currently seeking a bright, motivated digital marketing specialist to join our team.

As a key member of our agency you'll be helping to plan and execute digital campaigns that will drive revenue growth for clients in both the B2B and B2C worlds. Your experience working in a dynamic, agency setting is what we need to enhance our team. You're an energetic, ROI-driven marketer with a strong understanding of the digital landscape – **especially email marketing & marketing automation** – who is looking for a place to call home and make a real impact.

### TRAITS WE'RE LOOKING FOR:

- Organized – From meeting agendas to managing a controlled chaos calendar
- Communicative – A producer of clear, actionable communications, that keeps clients smiling.
- Technically Savvy – Comfortable with technology and figuring it out when it changes on you.
- Good Team Player – At the end of the day we're all on the same team, working towards a common goal.
- Creative – Thinking of creative solutions to problems is where our value comes from.

### QUALIFICATIONS & SKILLS

#### Must-haves:

- 2-4 years of Digital Marketing Experience (Agency Experience Preferred)
- Hands-on experience with:
  - Email Marketing Platforms (Ex. MailChimp, Constant Contact, Campaigner, etc.)
  - Marketing Automation Platforms (Ex. HubSpot, Marketo, Pardot, SharpSpring, etc.)
  - Content Management Systems
  - Experience in managing social paid, display, and search campaigns.
- Strong overall understanding of the digital marketing landscape (email, display, search, social)
- Solid troubleshooting/QA skills

- Some CRM experience (Ex. Salesforce, Zoho, SugarCRM, etc.)
- Some basic coding experience (HTML/CSS/JS)