

CYBEX POSITION DESCRIPTION

DIGITAL MARKETING SPECIALIST

BASIC PURPOSE:

The purpose of this position is to manage the Cybex website and digital communications program to maximize sales leads and brand recognition. As an integral part of the marketing team, this position works closely with other marketing/communications team members, graphic designers, agencies and IT web development team.

The Digital Marketing Specialist is responsible for implementing the Cybex' s digital marketing strategy and managing its online marketing presence. This position will be tasked with leading a broad set of initiatives across all digital marketing mediums (including corporate websites, newsletters, email marketing campaigns, social media and webinars). This position requires experience in the technical and creative aspects of digital marketing, as well as strong copywriting skills.

DUTIES AND RESPONSIBILITIES:

Responsible for providing direction and ownership of development of innovative solutions for the website.

Ensure content consistency and compliance throughout all parts of the website and digital marketing mediums.

Update, publish and maintain Web site content. Communicate with key stakeholders regarding changes and new content updates being made.

Develop and monitor digital marketing metrics – present evaluation and recommendation to marketing team and Exec Mgt. Monitor Google Analytics and HubSpot, creating and tracking KPIs, identifying key trends, reporting on progress and proactively providing solutions for improvement.

Seek, assess and recommend site standards for best SEO practices to maximize qualified organic search traffic.

Create landing pages – specify effective landing page content--have ability to work with a HubSpot to edit and update standard content.

Manage the digital components of integrated marketing campaigns.

Drive the development of tools needed to effectively communicate to customers, sales, dealer/distributor network and other stake-holders.

Develop and implement email marketing strategies including customer segmentation, nurturing and customer re-activation.

Set up lead nurturing workflows using marketing automation platform – HubSpot

Implement A/B testing on landing pages and email campaigns to optimize subject lines, layouts, offers, design, etc.

Set metrics, monitor and report on digital campaign performance metrics (sources, bounces, opens, clicks, conversions).

Edit and post contributed blog content

Use social media platforms to support advanced online Marketing activities.

Provide oversight of outsourced development efforts.

QUALIFICATIONS AND SKILLS NEEDED:

Minimum formal education, experience and training:

Education:

Bachelor's degree in Marketing, Communications, Advertising or equivalent work experience.

Experience:

Minimum of two (2) years' experience in a digital marketing role managing web content.

Related web, social media or advertising agency experience.

Experience in preparing email campaigns including loading HTML mail into third party email providers, list management, opt-out management and email campaign results analytics.

Special Skills:

- Passion for all things digital
- Excellent writing and grammatical skills with an understanding of writing for the Web.
- Great communicator
- Brings creative design and formatting expertise.
- Proactive problem solver
- Excellent presentation skills

- Ability to organize a multitude of tasks, projects, and information simultaneously.
- Expertise in web analytics and data analysis
- Basic skills: XHTML and CSS.
- Experience with optimizing and maintaining social media channels (Facebook, Twitter, Blogs, etc.)
- Knowledge and experience of SEO and SEM concepts including Google PageRank, Google Analytics, pay-per-click, use of meta descriptions, page titles, link management and keyword rich content.

Reports to: Director, Digital Media Marketing

TRAVEL

MINIMAL