

Job Outline

Position Title:	Digital Marketer	Department & Cost Center:	Web Marketing
Reports to:	Digital Marketing Manager	Location:	Wappingers Falls, NY

Position Overview

Define position overview. What would you tell someone if asked “What do you do”? – write one or two sentence description or bullet points to describe what the role encompasses. Use easy to understand language and terminology and be as specific as possible.

The Digital Marketer will participate in creating and implementing marketing campaigns and digital communication materials, implementing content and strategies, and ongoing monitoring of marketing analytics for the Laerdal Medical Americas marketing department; including US, Canada, Latin America and Brazil. Will play a key role in the inbound marketing efforts with goal of driving better customer engagement and lead generation. They will help with the production of robust website content that embodies the company’s unique tone of voice and mission.

Position Holder is Accountable For:

Define accountabilities. Accountability is being answerable for the result. List the key areas, projects, implementations or applications that the individual is solely accountable for or has the primary decision-making authority. The purpose for defining these accountabilities is to clarify what the employee is accountable for and to agree exactly on the scope of authority. Accountabilities may not be applicable for all roles.

- Create and implement marketing communication materials
- Maintain high professional standard for all produced work
- Have the ability to work and influence others
- Have an attention to detail and ability to integrate input from others from conception through completion of project
- Creative ability – able to translate marketing concepts into innovative, targeted & appropriate finished design/marketing pieces
- Ability to effectively utilize marketing automation software and website CMS (Episerver)
- Initiative to follow-up on pending issues and prioritize assigned work
- Strong interpersonal skills; utilizing positive reinforcement and teamwork
- Effective oral, written and telephone skills

Responsibilities:

Describe primary responsibilities. The Responsibilities describe the most important and frequent actions that are taken by the employee in support of their role. These activities should represent approximately 80% of the time spent on the job. The intention is to provide a concise overview of the job, not to provide “how to” or “step-by-step” details.

- Contribute to the creation and management of website content, that include product on e-commerce engine
- Help create multi-step campaigns with marketing automation software called Eloqua. Help build digital assets within marketing automation software, such as emails, landing pages, and forms in order to support campaigns and programs
- Assist with management and analysis of digital paid advertising, including Google AdWords, Bing Ads, and paid social ads
- Produce and schedule social content that articulates the Laerdal Medical’s unique voice on Facebook, Twitter, LinkedIn and YouTube
- Identify opportunities for website optimization that increase users, conversion and/or drive revenue
- Provide website and social analytics reporting using Google Analytics, and then have the ability to analyze results and make recommendations
- Maintain marketing team Editorial Calendar and Intranet Workspace
- Manage marketing team internal asset management tool

JOB REQUIREMENTS:

- Bachelor's Degree
- 2-5 years of digital marketing experience
- Experience with website Content Management Systems required; E-Commerce platforms preferred
- Experience with marketing automation software preferred (Eloqua, HubSpot, Marketo, other)
- Experience with email marketing software
- Experience with social media marketing for brands within B2B environment preferred
- Proficient in Google Analytics, MS Office and Adobe Creative Suite
- Experience with inbound marketing, such as SEO and PPC/SEM preferred, including paid social ads
- Knowledge of HTML, CSS and video editing a plus