



Job Description – Online Marketing Specialist

Reports to: Marketing Manager

Revision date: January 8, 2013

The Online Marketing Specialist will focus on assisting with the execution of the Informz online marketing strategy including SEO/SEM, website and landing page maintenance, online analytics, and email marketing. The online marketing specialist will help implement marketing activities across a variety of online channels as well as assist with marketing support. The ideal candidate will be someone who works well both individually and as part of a team, and is highly motivated and results-driven.

Core Responsibilities:

- Maintain and perform routine content updates to the Informz website using the content management system
- Develop and optimize landing pages using A/B and multivariate testing methodologies to improve conversion rate
- Manage Google Analytics and Google Adwords programs
- Assist marketing manager with the preparation of analytic reports on web, email marketing, paid search, social media and other online marketing initiatives
- Execute drip marketing program via marketing automation software
- Act as Salesforce administrator for the marketing and sales teams
- Handle specific projects as assigned.

Knowledge and Skills

- Proactive and able to work independently
- Excellent verbal and written communications skills
- Ability to meet project deadlines and exceed key performance indicators
- Flexible attitude, ability to perform under pressure
- Excellent time management skills
- A commitment to quality and a thorough approach to the work
- Must be highly creative
- Ability to work well within a team environment

Experience

- Bachelors degree
- Minimum 3 years experience in online marketing
- Must have experience using Google Analytics and Adwords
- Marketing Automation Software experience required
- CMS (Wordpress) experience required
- CRM experience in an Admin capacity (Salesforce) a plus
- Proficient in using Microsoft Excel, Word and Powerpoint
- Adobe Photoshop
- Basic HTML and CSS