



Position: Digital Marketing Specialist

Who is Acadia?

Acadia is a WBENC Certified business founded by engineers that provides sales enablement & digital marketing services to B2B industrial companies through a functional process that we call Omnibound®. This process assesses friction points that commonly exist between sales & marketing procedures, the tools/technology used, and in handoffs between teams. We then align sales & marketing teams with the correct technology and processes they need to communicate more efficiently. After optimizing a client's sales pipeline, Acadia becomes an extension of their sales & marketing team providing digital marketing services such as email marketing, social media management, list builds, outbound lead generation, inbound lead generation & content marketing.

Who is Acadia Looking For?

Acadia is looking for candidates to fulfill the Digital Marketing Specialist position. This position is responsible for the execution and successful performance of inbound marketing programs. Attracting prospective buyers to online content and web presence, in an effort to convert those into new leads and ultimately business is key. Additional responsibilities include building and the maintenance of websites, content writing, project management, and other skills as needed.

Acadia is looking for candidates with the following skills:

- Ability to meet deadlines, communicate clearly, and prioritize multiple projects and tasks
- Excellent verbal, listening, and written communication skills
- Ability to work independently, although follow processes
- Ability to be a strategic thinker
- Detail oriented
- 4 Year degree required in marketing or business or management or at least 5 years of practical experience in B2B digital marketing
- Effective presentation skills
- Proficient with PC applications such as Microsoft Outlook, Word, Excel, PowerPoint, Project, Access, CRM tools, Photoshop, Hubspot and marketing automation systems and other similar systems; experience with content management systems
- Strong tactical execution and project or task management
- Ability to communicate effectively, and champion causes within the company



- Ability to execute a diverse workload, successfully prioritize multiple tasks, comfortable in fast-paced environment
- Strong understanding of customer requirements. If not fully aware of requirements, take initiative to learn
- Self-Starter, willing to work through and seek answers to ongoing and new requirements, willing to be a life-long learner

If you join the Acadia team, some of your responsibilities would include:

- Compose, research, post content such as blogs, webinars, case studies, whitepapers, ebooks, and more by working in conjunction with Acadia or Acadia partner production resources
- Responsible for marketing automation, developing vertically and horizontally targeted drip and nurturing campaigns leveraging content marketing and other materials available
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers)
- Optimize marketing automation and lead nurturing processes through email, content, and social channels as required by program deliverables
- Provide closed-loop analytics with sales to understand how inbound marketing activity turns into customers, and continually refine the process to convert customers
- Provide superior internal and external customer service through ongoing communications, timely and responsive feedback and providing a positive inbound marketing experience
- Follow and deploy processes and procedures that result in excellent quality customer service
- Work hand in hand with staff on digital and 'non digital' projects as required in order to learn and understand expectations and all aspects of marketing
- Communicate to internal staff and internal and external customers by all available means including but not limited to, email, verbal conversation, web site updates and available digital protocols
- Participate in strategic planning sessions, as required
- Creation of reports as requested
- Supply reports that summarize activities and progress
- Analyze programs, and evaluate for areas of improvement and generate recommendations via formal reports
- Effective utilization of online project management tools provided by Acadia



Additional Information:

- Full time, 8:00am-5:00pm, salaried position

Benefits:

- Paid Parking
- Benefits include PTO, IRA, medical and life insurance, student loan pay down (if eligible)
- Weekdays only; Summer Fridays
- Gain B2B digital marketing experience/professional development
- On site restaurant and sandwich shop
- Recreation room and gym (under construction)
- Nice office environment in downtown Dayton
- Fun, dynamic team culture
- "Best Places to Work in Dayton" honoree 2019