



## DIGITAL MARKETING STRATEGIST

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Enercept is hiring a full-time Digital Marketing Strategist who will be responsible for driving demand generation, and customer conversion through digital marketing efforts to support business growth and enhances brand awareness, for all assigned market segments; which includes Residential, Timber Framers, Commercial/Developer, Architects, Contractors and Agriculture. Manages all marketing automation, digital marketing technology, performance reporting and analysis. This individual must be strategic and tactical in identifying the needs of our new and existing customers and translating those needs into successful digital campaigns. The ideal candidate is a highly motivated self-starter with the ability to problem solve and execute the direction given by leaders. This position will help identify vision and determine strategy, execute campaigns and report on results.

### **Essential Functions include:**

- Work with leaders to identify business goals and develop brand-specific digital marketing objectives, strategies, and goals. Execute campaigns that achieve those goals.
- Map out audience engagement funnels and create marketing automation campaigns to generate and convert leads.
- Develop, implement and deploy email newsletters and email marketing campaigns to highly targeted audiences to convert leads.
- Develop and manage all digital acquisition channels, including PPC, social media, programmatic and more to increase membership awareness, drive demand and re-engage audiences.
- Ensure all campaigns reflect the proper brand voice and style.
- Keep up to date with the latest developments and trends in digital marketing.
- Monitor day-to-day results for all marketing programs. Optimize campaigns in order to exceed daily/weekly/monthly goals.
- Collect, synthesize and analyze campaign performance data and provide actionable insights that drive business results and growth opportunities. Create clear, executive-level reporting that provides clarity into the performance of online campaigns.

### **Detailed Outline of primary duties**

- Create marketing calendar and assist in creating marketing email blasts.
- Manage CRM Software and develop strategies for lead generation and nurturing campaigns
- Coordinate trade show materials (invites, signage, flyers, catalogs, banners, etc).
- Assist in other communication/marketing/graphic projects as needed.
- Maintain consistency in the tone of voice across all channels online and offline using Enercept Style Guide
- Assist with website maintenance and design
- Design and create trade show materials (invites, signage, flyers, catalogs, banners, etc).

- Create Hubspot Email Templates for each market segment
  - Commercial / Developer
  - Agriculture
  - Architecture
  - Timber Framers
  - Builder / Contractors
  - Residential – Home builder
  - Educational (Students, teachers, colleges) trades: Drafting, Construction, AG, Architecture
- Create Hubspot email templates for Enercept Opt-in
  - Welcome email to capture, engage and opt-in our current database – help define the persona's and deliver the right message to the right group of people.
- Create Hubspot email templates for Regional Sales Managers
  - Develop an email template that will come from each of the RSM's so it looks like it is wrote by them to help engage and stay in front of their current prospect list
- Create Hubspot Email Template for our Dealer network so we can stay in front of them on a regular basis
- Create Hubspot landing pages to coordinate with content marketing and email marketing
- Create Hubspot Call-to-actions to associate with all blogs, landing pages and email marketing
- Assist in other communication/marketing/graphic projects as needed.
- Update all Hubspot blogs so they are correctly formatted – with a CTA
- Create new Hubspot blogs with provided content
- Design annual catalogs, flyers, brochures, sales cut sheets, etc.
  - Commercial / Developer
  - Agriculture
  - Architecture
  - Timber Framers
  - Builder / Contractors
  - Residential – Home builder
  - Educational (Students, teachers, colleges) trades: Drafting, Construction, AG, Architecture
- Design Sales presentations
- Design website landing within the Hubspot platform to speak to our market segments and drive additional lead sources
- Create Hubspot leadflows – market specific to drive additional lead sources
- Set up Webinar registration pages within Hubspot using GoToWebinars
- Design Ebooks with provided content
- Design Infographics
- Video editing / Photography editing as needed
- Other duties as assigned

### **Requirements:**

- Associate's or bachelor's degree in Graphic Design, Marketing or related experience
- 4+ years of digital marketing industry experience with a focus on campaign management, demand generation, analytics, and optimization
- Certifications in: Inbound Marketing, and Email Marketing
- Expert working level of Creative Cloud Suite, 2018, Hubspot, and experience in Microsoft office 365

### **Qualifications Desired:**

- HTML, and CSS experience
- Google Analytics Certification a plus