

Inbound Marketing Specialist Job Description

A specialist's responsibilities include:

- Building Email Campaigns
- Creating Landing Pages
- Website Updates/Modifications
- Basic Reporting/Analytics
- Managing and keeping track of client tasks, deadlines and priorities
- Writing Website Content
- Writing Social Media Updates
- Looking at website analytics and data. Using what you learn to improve campaigns
- Writing client reports
- Working with an inbound marketing specialist to tag team client tasks

You need to have:

- Alignment with Builder Funnel's Core Values
- In-depth working knowledge of Google Analytics, Microsoft applications
- Experience in Marketing Automation Software strongly preferred
- Keep current with inbound marketing and sales strategies, best practices, and associated resources
- Self motivation, self awareness, self discipline, self improvement, use good judgment, positive energy, willingness to help others
- The ability to adapt and create proactive change

You should have:

- A sharp focus on your goals, your teams goals, Builder Funnel's goals, and the customers goals
- Strong problem solving skills
- Superior communication skills and presentation skills
- Exceptional attention to detail and organizational skills
- Positive, upbeat attitude
- Task Completing Mindset
- Excellent speed around computers



Bonus:

- Experience using HubSpot
- Basic Knowledge of SEO
- Basic Knowledge of HTML

Company Overview

Builder Funnel is the leading inbound marketing agency for home builders and remodelers across the country. We help clients market their websites and grow their businesses.

We service our clients by helping them blog, do search engine optimization, social media, create lead conversion points and analyze what's working and what's not.

Our Core Values:

Always Learning.

We promote continuous learning and improvement, both personal and professional.

Deliver Positive Customer Experiences.

We are proactive, helpful, enthusiastic, and responsive. We are creative problem-solvers.

Achieve More Together.

We work towards a common goal, enthusiastically, encouragingly, patiently. We earn each other's trust through diligence and cooperation.

Do the Right Thing.

Honesty, integrity, right action. We are transparent, respectful, and do what we say we'll do.