



saint mary's press

*touching hearts. enlivening minds.*

## **Digital Marketing Specialist**

Based in Bloomington, MN

Our Digital Marketing Specialist is an exciting opportunity to drive the business forward by creating new leads, nurturing leads, and helping to close a product sale. You'll partner with your teammates across sales, marketing and our CRM data coordinator to plan, craft and execute integrated B2B campaigns across several of our marketing platforms including, but not limited to our website, our email platform (Sugarmarket, Mail Chimp or similar email build platform), landing pages, and our customer relationship management system (Microsoft Dynamics or similar).

Do you thrive in a collaborative atmosphere? Do you have a heart for our mission? If you're a self-starter with tons of motivation with a drive to concept and execute, this is the role for you.

### **Primary Responsibilities**

- Collaborate with co-workers across sales and marketing leads to translate customer journey into targeted digital campaigns
- Own the frequency, content and creation of all emails, both in our email platform and our CRM system
- Support the nurturing of leads through multiple platforms (email management tool, CRM tool) to those reviewing product, and to help bring the sale to a close
- Measure efficacy of campaigns, always ensuring the best engagement
- Optimize key product listings using best-in-class SEO to generate top billing
- Concisely report and suggest iterative action based on email and digital marketing performance
- Track and maintain email UTM codes, redirect performance via the Google analytics dashboard
- Collaborate to create landing page experiences and triggers that will drive new leads and nurture them through sales
- Partner with CRM Data Coordinator to look for cross-sell, upsell, reactivation, reordering opportunities across all contact data inputs and outputs to drive deeper relationships with customers
- Google Adwords and Social media experience a plus, but not required.

### **Knowledge and Skills:**

- Degree in Digital Marketing, Communications or related degree or equivalent experience.
- Minimum of three (3) years of marketing automation, email and web marketing experience
- Recent and relevant experience with an email send agent such as MailChimp, SalesFusion, or something similar
- Recent and relevant experience with CRM software such as, but not limited to, Salesforce.com or Microsoft Dynamics
- Recent and relevant experience with web analytics software such as, but not limited to, Google Analytics

- Demonstrated SEO experience a must
- Experience with Google Adwords a plus
- Experience with Social Media and familiarity with Hootsuite a plus

**Preferred Qualifications:**

- Superior Oral and written communication skills with an innate attention to detail
- Self-starter who is motivated to make every interaction with our customers stronger, better, always looking to improve each opportunity!
- Ability to present ideas to various levels of an organization to explain and gain support for initiative
- Proven experience finding creative/inventive ways to do more with less and a track record of delivering on schedule
- Ability to easily transition from high level strategic thinking to creative and detailed execution
- Experience in B2B and distribution
- Customer journey mapping and marketing system utilization experience
- Industry Marketing Automation knowledge and best practices

If you would like to apply, please forward your resume and cover letter to: [humanresources@smp.org](mailto:humanresources@smp.org)