

Position Title: Marketing Specialist

Summary: The Marketing Specialist will work closely with Marketing and Admin Coordinator, Marketing Director, and company founders to craft engaging content, support our sales team and expand the CU Engage brand as we continue to grow and build out new products and service offerings. This position reports to the Marketing Director of CU Engage.

KEY OBJECTIVES:

Implement, support, and analyze marketing plans to ensure alignment with brand strategy and achieve annual goals

Leverage analytics and client insight to refine marketing messaging

Coordinate and manage content and information sharing among departments and externally

POSITION RESPONSIBILITIES INCLUDE:

Website

- Ensure website reflects current service and product offerings and latest campaigns
- Build out event pages as needed
- Publish relevant industry articles
- Utilize funnels from email to site to increase conversions

SEO

- Optimize images, articles, and web pages with relevant keywords and hierarchies
- Research and record high-ranking, relevant keywords for our industry for use in future content
- Stay on top of best practices and adjusting content accordingly

Research and Analytics

- Consistent monitoring of competitor and industry leaders
- Company website traffic monitoring, tracking, reporting
- Staying up to date on marketing tools and best practices

Email Campaigns

- Create strategic email campaigns
- Build and manage sales funnels through segments, tags, A/B testing
- Track and report campaign results

Surveys

- Build out of self-assessment surveys that help promote company services and product lines
- Establish content to support survey findings
- Track survey answers and record findings for industry white papers



Webinars

- Work with internal and external team members to devise webinar content
- Implement full-series webinar marketing campaigns through email and social
- Work with webinar speakers to craft and brand their presentation

Forum

- Grow our LinkedIn Executive forum following by working with the project team to invite clients and industry contacts
- Post engaging questions and manage overall communications of the network
- Foster team involvement within the forum

Brand

- Build upon existing brand, adding more templates and content to our database

Team Support

- Run campaigns to support team goals and initiatives
- Promote team members as they speak, exhibit, and attend tradeshow

Tradeshows

- Strategize on campaign messaging for tradeshow to promote company involvement at events
- Work with Marketing and Administrative coordinator to prepare team members for speaking, exhibiting and/or attending tradeshow

Branding

- Help promote uniformity and consistency of brand
- Maintain a database of branded marketing and promotional documents for sales team to pull and use in their prospecting communications with stats and facts that reflect our expertise.
 - o Testimonial graphics
 - o Updated graphic with all clients' logos
 - o Icons
 - o High-level bulleted list of services
 - o Headshots
 - o Templates for PowerPoint, Word, etc.
 - o Maintain brand consistency across all documentation and communications

Social Media

- Work with the Marketing and Administrative Coordinator to manage social media platforms

Newsletter

- Write and distribute "Snippets", our weekly newsletter which provides quick-read, high-level overview of hot industry news to our clients and followers.
- Grow newsletter subscriptions through targeted campaigns and segmentation

Email Campaigns

- Build out wireframes and strategic messaging from creative briefs
- Drive website traffic
- Devise targeted emails, nurturing tags and segments
- Review results and use findings to improve future campaigns

Vendor Demos

- Look for opportunities for industry vendor demos
- Build and maintain strong relationships with vendor sales reps

Lunch N Learns

- Oversee the coordination of Lunch N Learn events
- Help team rep prepare presentation strategy (as needed)
- Devise promotional strategy for Lunch N Learn calendar
- Devise promotional strategy for individual Lunch N Learns local to event location

Articles/Blog Posts

- Write industry relevant news, articles, and press releases

Artwork

- Work closely with Marketing and Administrative Coordinator for all needed artwork

Additional Duties as Assigned

EXPERIENCE:

- SEO
- Web development
- Analytics
- Project Management
- Marketing Strategy
- Brand Strategy
- Thorough understanding of marketing elements (including traditional and digital marketing) and market research methods
- Solid computer skills, including MS Office, marketing software (Adobe Suite, CRM), and applications (Web analytics, Google Adwords, etc.)

SKILLS/COMPETENCIES:

Exceptional communication and writing skills

Comfortability in a Fast-Paced Environment

Creativity

Collaborative

Adaptability

Initiative

BENEFITS

CU Engage is a boutique consulting firm that works hard and plays hard! We offer tons of perks!

- Competitive medical, dental and vision plans
- Flexible Spending Accounts and Dependent Care Coverage
- Generous 401k matching
- Great team building activities
- Collaborative team environment
- Gym Membership (for St Pete office only)
- Generous Comp Plan

