

9/15/2022

AndyMark, Inc.

Position: Digital Marketing Specialist

Reports to: Director of Customer Service and Marketing

Supervisory Responsibility: This position has no supervisory responsibilities

Job Summary and Key Objectives: Responsible for developing strong and innovative strategies to promote AndyMark's business brand and products. Need to effectively use marketing tools and techniques like Google Ads, display advertising, Google Search Console, email marketing, and social media platforms (Facebook, Instagram, Twitter, YouTube, TikTok, etc.). Works closely with the website team to optimize content that will provide customers an efficient, enjoyable and productive e-commerce experience.

Key Responsibilities and Tasks: *Reasonable accommodations may be made to enable individuals with disabilities to perform the responsibilities and tasks.*

- In coordination with the Director, plan and direct the company's marketing strategies
- Create and manage all company electronic newsletters using Constant Contact
- Decide metrics and goals for e-commerce decisions and report out regularly
- Daily improvement of SEO content on company's website
- Regular updating/improving SEM through Google Ads and possibly grow to other networks
- Analyze customer behavior through Google Analytics and Hot Jar to continually improve customer experience and report on metrics regularly
- Drive and apply social media strategies and company representation
- Prepare and coordinate supplies for marketing events and projects
- Provide input to the website team on website product content, lay-out and creative content based on data from current tools, Google Tag Manager & Google Campaign URL builder

Required Skills and Abilities:

- Excellent communication and organizational skills
- Able to plan, create and implement a marketing strategy
- Creative with good presentation skills
- Able to follow directions, work independently and with minimal supervision

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Education and Experience:

- Bachelor's degree in a related field, or 1-3 years of experience in digital marketing
- Experienced in social media navigation, with a current strong online presence
- Experience with Google Ads, Tag Manager, Search Console, Data Studio and HotJar preferred
- Experience with internet A/B testing preferred
- Experience with e-commerce sales preferred
- Experience with the *FIRST* community and culture preferred

Work Environment: This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the responsibilities and tasks.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to sit, stand, walk, use hands and fingers, handle or feel; and reach with hands and arms.

Travel: The employee may be asked to travel to local or out of state *FIRST* competitions

EEO/AAP Statement: *AndyMark, Inc. provides equal employment opportunity to all individuals regardless of race, color, creed, religion, gender, age, national origin, disability, veteran status, and sexual orientation or any other characteristic protected by state, federal, or local law.*

NOTE: The responsibilities and tasks outlined in this document are not exhaustive and may change as determined by the needs of the company. Duties, responsibilities, and activities may change at any time with or without notice.