



## Associate Manager, Digital Marketing

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Reports to: Sr. Digital Marketing Manager Department: Marketing

Classification: Exempt Last Updated: 01/31/2024

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### Job Summary:

As the Associate Digital Marketing Manager focusing on Email, App Development, Website and CRM, you will play a pivotal role in shaping our digital marketing efforts and building strong relationships with our customers. You will work closely with the digital marketing team, report to the Sr. Digital Marketing Manager, and collaborate with cross-functional teams to drive our online presence and enhance customer experiences.

### Key Responsibilities:

1. Email Marketing:
  - a. Plan and execute email marketing campaigns, including segmentation and scheduling.
  - b. Develop and implement A/B tests to optimize email performance and engagement.
  - c. Monitor email deliverability and ensure compliance with relevant regulations (e.g., CAN-SPAM, GDPR).
2. App Development:
  - a. Collaborate with app developers to design and develop the company's mobile application.
  - b. Oversee app maintenance, updates, and improvements to enhance user experience.
  - c. Define and implement in-app marketing strategies to increase user engagement and retention.
3. Website
  - a. Using performance insights, competitive and market analysis, and business objectives to define the marketing strategy for the website.
  - b. Collaborating website and content execution by coordinating website/content roadmap, calendar, deliverables, priorities, and timelines
  - c. Establish best practices for user experiences and SEO across all customer journeys and flows.
4. CRM Strategy:
  - a. Develop and maintain customer relationship management strategies to improve customer satisfaction and loyalty.

- b. Utilize CRM software to segment and target customer groups for personalized marketing campaigns.
  - c. Collaborate with the customer support team to ensure a seamless customer journey.
5. Analytics and Reporting:
  - a. Utilize data analytics tools to monitor, analyze, and report on the performance of email, app, and CRM initiatives.
  - b. Use insights to make data-driven recommendations and improvements.
6. Programs:
  - a. Plan and execute digital programs for on time execution.
  - b. Develop Jira and Confluence documentation.
  - c. Collaborate as the point of contact for digital marketing with IT and developers for program needs.
7. Collaboration:
  - a. Work closely with cross-functional teams, including marketing, sales, product development, and customer support, to align strategies and achieve common objectives.
8. Other Duties as required.

### Qualifications:

#### Required skills

- Bachelor's degree in Marketing, Business, or a related field (Master's degree is a plus).
- 4+ years of experience in digital marketing, with a focus on email marketing, app development, and CRM.
- Proficiency in CRM software and marketing automation tools.
- Strong analytical skills and a data driven mindset.
- Excellent communication and project management skills.
- Knowledge of mobile app development processes and trends.
- Adept at interpreting data to make informed decisions.
- Jira requirements creation understanding
- HTML and Wordpress knowledge
- Certifications in email marketing, CRM, or app development are a plus.
- Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage, and Servant-Leadership.



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### Desired Skills

- Google Analytics professional certified
- Design and UI Knowledge
- Salesforce experience
- Proficiency at Microsoft Excel
- Photoshop
- ESPs (email service providers)