

## Bullseye Glass Co.

### Job Description

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Department: Marketing

Position: **Digital Marketing Specialist**

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#### **Lines of Responsibility**

Reports to: Director of Marketing

Supervises: N/A

#### **Essential Functions**

Collect and interpret Customer behavior and site performance data from tools such as Google Analytics GA4, ahrefs, SEMrush, and Moz.

Collect analytics data to derive actionable insights with an eye toward revenue. Present insights and action plans with team members and management. Collaborate with team members to execute plans and then collect and analyze baseline and results data to determine efficacy. Use

Audit the state of our SEO data quality and work with our web team to make improvements. Develop tools and an audit plan for regular assessment and remediation.

Automated Response Management:

- Utilize tools including Klaviyo to create and optimize custom flows for automated responses to new contacts and potential customers.
- Develop and implement automated communication strategies to nurture leads and guide them through the sales funnel.
- Develop an SMS program
- Follow current privacy laws regarding digital marketing.

Regularly analyze and report on the state of our CRM database. Sources, growth, churn, and CLV. Develop strategies for regular cleaning and improved data hygiene.

Lead Nurturing:

- Identify opportunities for increased Customer engagement and conversion.
- Collaborate with the Sales team to identify new Leads and their progress through the sales pipeline. Develop tools and strategies to increase conversions.

PPC Campaign Management:

- To increase sales, manage targeted advertising campaigns (display and search) on platforms such as Google Ads, Instagram, and Facebook.
- Collaborate with the marketing team to create compelling ad content that resonates with the target audience.

#### Analytics:

- Analyze customer data and engagement metrics to identify cultural and marketplace trends as opportunities and areas for improvement in the customer journey.
- Provide data-driven insights and recommendations to optimize customer engagement strategies and increase sales.

#### Cross-Functional Collaboration:

- Work closely with the Sales and Marketing teams to align customer engagement strategies with overall business goals.
- Collaborate with content creators to ensure consistency in messaging across different channels.
- Collaborate with our design team to uphold company visual and presentation standards.

#### Continuous Improvement:

- Stay updated on industry best practices, emerging tools, and technologies related to customer engagement and automated responses.
- Continuously optimize automated response workflows and advertising strategies based on performance metrics.

#### **Requisites (Experience, Education, Training, Skills)**

Knowledge of macOS, Google Docs, and Microsoft Office suite.

Ability to prepare effective presentations using slide deck, video, and multimedia tools.

2+ years of experience managing marcom technology solutions.

Experience with Google Analytics configuration and reporting. GA4-specific expertise is a plus.

Familiarity with email/SMS automation tools such as Klaviyo Flows.

Experience with enterprise-grade CRM platforms such as NetSuite or Salesforce.

Strong analytical skills with the ability to interpret data and draw actionable insights.

The ability to recognize critical touch points in the Customer journey and create resources and automation to aid them through to conversion.

Experience in managing targeted PPC campaigns on platforms such as Google Ads, Instagram, and Facebook.

Excellent communication and collaboration skills.

Detail-oriented mindset with a focus on delivering high-quality customer experiences.

Be a motivated continual learner to keep up with ever-changing market opportunities and technologies.

### **Physical requirements / Use of Senses**

Sitting: Frequently. To accomplish necessary desk work.

Standing/walking: Occasionally. To move throughout employee work areas.

Lifting/carrying: Occasionally. To work with reports. Typical weight < 20 lbs. Studio work.

Handling/grasping: Frequently.

Speaking/hearing: Frequently. To speak with employees and outside agencies. Must be able to communicate on the telephone.

Finger dexterity: Frequently. To work with computer and telephone system.

Near vision: Frequently. For reading reports and for computer entry.

Far vision: Occasionally. For maneuvering about the facility.

### **Mental requirements / Attributes**

Interaction with others: Frequently. Communicates with co-workers and outside agencies.

Time/deadline/shift/overtime requirement: Frequently. Job requires considerable organization and time management.

Attention to detail: Frequently. Accuracy is critical for all phases of the job.

Critical judgment: Frequently. May need to identify problems or assess situations quickly.

Positive attitude: Continually. Essential while working in an environment with time stressors, outside agencies and customer phone calls.

### **Operation of Equipment / Tools**

Computer: Frequently.

Photocopier: Frequently. To make copies of information.

Telephone: Frequently: To communicate with employees and/or outside agencies.

Writing instruments: Frequently. To facilitate communication and recordkeeping.