



## Digital Marketing Specialist

### About the Job:

We are looking for a Digital Marketing Specialist to orchestrate activities central to our company's lead generation, campaign management, social platforms, and web presence.

You are the wizard controlling Health Fidelity's marketing automation platforms and reporting engines. You are inquisitive and energetic, possess a logical underpinning, and can effectively communicate and collaborate with others. You understand modern marketing practices – given your in-depth marketing experience and passion for digital technologies – and bring a myopic focus on delivering measurable results to your work. You will be helping us design digital, campaign, and social strategies to increase our brand awareness, fuel demand generation, outrank our competition, and drive significant growth for the company. Working closely with internal and external resources and stakeholders, you'll be responsible for building, implementing, and optimizing our digital strategy throughout the full customer lifecycle to increase traffic to our website, increase engagement across our digital footprint, and drive revenue across channels.

### Responsibilities:

#### Demand and Lead Generation

- Develop and propose strategy that identifies areas for improving HF performance within paid, organic, and social (LinkedIn, YouTube, Twitter) domains. Manage all corresponding activities within marketing operation applications (Hootsuite, GoogleAds, etc.) in order to drive engagement, while executing efforts within allotted budget.

#### Campaign Management

- Manage promotion and campaign execution (building, testing, executing, and measuring) of nurture, drip, and operational programs (emails, landing pages, forms, scoring, etc.) to drive engagement with HF targets in the marketing funnel to yield a greater rate of lead conversion to sale, for:
  - Events/ webinars/ sponsorships
  - Product launches
  - General outreach
  - Other opportunities
- Campaign target management (database uploads, list management, data hygiene, filters etc.)
- Assume administrative role within Marketo, Salesforce, and Bizible

#### Prospect Management

- Act as the liaison between marketing and sales to ensure a smooth transition downstream for prospects. Qualify leads on the basis of fit, applicability, and potential; facilitating a warm lead transfer to sales owner when stage criteria is met.
- Work closely with sales through the creation of dashboards, reports, and regular hands-on support to integrate company and product messaging into their prospecting to drive more qualified leads.



- Provide and collect feedback on status and success of marketing campaign to/from Sales, Business Development and Product teams

### **Web Management**

- Perform routine and content-related website content updates in WPAdmin
- Manage all aspects of web reporting (Bizible, Google Tag Manager, Google Analytics, etc.)

### **Optimization/Reporting**

- Baseline historic performance, identify and routinely test variables to improve outcomes.
- Analyze and report on web traffic, demand activities, and Campaign/program performance, identify ways to optimize results, and regularly share findings with stakeholders (dashboards, metrics, results, etc.) to inform ongoing strategy and tactics
- Set short- and long-term goals related to attracting repeat engagements and ultimately conversions. Recommend changes to campaigns and conversion paths, as needed.
- Proactively stay ahead of next generation B2B demand generation and marketing automation best practices, strategies, and industry standards.

### **Qualifications:**

- Requires proven track record of results in B2B marketing and execution, with emphasis on digital marketing and social media.
- Advanced problem solving, organizational, and project management skills.
- Self-directed – works with minimal supervision. Capable of accurately completing multiple projects and priorities at the same time within a rapidly changing environment.
- Highly motivated with the ability to react with appropriate urgency to situations and events that require quick response or turnaround.
- Outstanding verbal and written communication skills; able to convey concepts efficiently.

### **Requirements:**

- Bachelor's degree in marketing, advertising, communications, or a related field.
- Minimum 4 years' experience managing digital marketing efforts in a B2B setting.
- Marketo and Salesforce.com experience.
- Proficient at using web-based tools and apps for collaboration. Proficient in Microsoft Suite. Ability to use MAC office equipment and Gmail systems.
- Working knowledge of Health Fidelity products, payer / healthcare industry is a plus.
- Ability to travel on occasion.