

Digital Marketing Specialist

KnowledgeVision, Lincoln MA

KnowledgeVision, a pioneer in video-based, interactive presentation and content, is seeking a Digital Marketing Specialist to support all B2B and B2C marketing initiatives. S/he will have experience in digital marketing and demand generation and be very familiar with website management tools, marketing automation (for example Hubspot), CRM (like Salesforce), social media, web analytics and email marketing. This is a hybrid position that combines technology and analytics with creative writing (blogging/SM), content creation, and sales support.

Qualified candidates are knowledgeable in and comfortable working with marketing technology such Google Analytics, Salesforce or Pipedrive, Drip or Hubspot and email campaign best practices and have a track record of managing day-to-day marketing activities including campaign tracking and analysis, marketing & sales funnel management, attribution analysis, and creating and executing email campaigns.

The ideal candidate has strong attention to detail, an equal love for analytics and writing, enjoys managing day-to-day activities and embraces just-in-time marketing.

Responsibilities:

- Manage, organize, and execute marketing campaigns through the following channels: email, web, and direct mail
 - Develop creative content and promotional material for various marketing campaigns
 - Optimize social media, website, CRM and marketing automation tools.
 - Help write and coordinate email copy writing and testing, campaign scheduling, re-targeting, and SEO as needed.
 - Coordinate marketing activities with vendors.
 - Collaborate regularly with sales team to ensure sales funnel reporting is accurate and up to date.
 - Provide analysis of marketing efforts and refine promotional plan based on results
 - Maintain the marketing calendar for all digital marketing activities.

Qualifications:

- Bachelor's Degree in Marketing, Business or related field
- 1-3 years of experience in marketing and analytics; experience with SaaS a plus
- Hands-on experience working with Google Analytics, HubSpot and CRM software required.
- Knowledge of marketing tech stack very strong plus
- Unafraid to blog, create collateral and test email copy
- Love for video and interactive content
- Demonstrated ability to execute day-to-day activities and reach goals.
- Inquisitive, problem solver and creative thinker
- Highly organized and ability to multi-task in a fast-paced environment
- Ability to set and manage multiple priorities



- Strong attention to detail with a flexible attitude
- Proven follow-through ability and deadline-orientation
- Work collaboratively, independently and in a team environment

What we offer:

- Competitive Salary and Benefit plans
- Healthcare Plan including health/dental/vision insurance
- 401K Plan
- Section 125 Flexible Spending Account
- Life Insurance
- Short and Long-Term Disability
- Paid time off
- Paid holidays
- Great and rewarding work environment

If you are creative and inquisitive, have a strong attention to detail, an equal love for analytics and writing, enjoy managing day-to-day activities and embrace just-in-time marketing, this could be your next great job.

About KnowledgeVision

KnowledgeVision is the leader in smart media creation and hosting technology. Its Knovio smart media platform is used by more than 300,000 people worldwide in more than 2,000 companies and campuses to create, host, share, organize, collaborate around, and measure online media content.

Founded in 2010 by a team of online media pioneers led by Michael Kolowich, KnowledgeVision is backed by a group of venture capital and large individual investors who believe in the company's vision to bring smart media hosting to every business, organization, and educational institution. For more information about Knovio video presentation platform, visit www.knovio.com or www.knowledgevision.com.