

## Job #0125 | Digital Marketing Manager | Flower Mound, TX

The **Digital Marketing Manager** is responsible for developing, implementing and managing marketing campaigns that promote Niagara Conservation's products and services. They will have the opportunity to play a major role in enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/customers.

### Responsibilities:

- Own Hubspot CRM and marketing tool and develop best practices for sales and marketing teams
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Build and maintain our social media presence
- Work with content manager and graphic designer to plan and execute customer targeted email campaigns within Hubspot to drive lead nurturing and conversion
- Maintain and edit content of the web-sites ensuring up to date and accurate information.
- Maintain all Niagara Conservation domain names. Monitor desired names for purchase
- Maintain online copyrights and ensure they are active
- Manage WordPress site changes and updates
- Manage Shopify e-commerce ordering system in conjunction with the identified customer service rep.
- Manage incoming customer requests and feedback from the web. Communicate the information to the appropriate managers.
- Perform quarterly competitive analysis and report to leadership
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Other duties as assigned by management

### Required Skills:

- 5+ years' experience in Marketing/ Advertising
- 4-year degree in marketing or advertising
- Both B2B and B2C experience
- Previous agency experience a plus
- Expert in Hubspot as a CRM and as a marketing tool
- Ability to manage multiple priorities on a tight timeline
- Excellent communication skills are required
- Strong copywriting and proofing
- Proven track record of lead generation
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Previous agency experience a plus

### Soft Skills

- Positive "can do" attitude
- Excited to learn new technologies and share learnings with others
- Highly motivated by fast paced environments
- Enjoys team bonding and outings

To be successful in this role, you will need to be comfortable working in a fast-paced and positive environment. We are looking for someone that will be excited to hit the ground running and offer new perspective on activities that will move the needle in sales and lead generation.