

## **Marketing Specialist**

**Job ID:** ADM-2019-004

**Position Title:** Marketing Specialist

**Company Name:** United Alliance Services Corporation

**Job Function:** Marketing / Inside Sales

**Entry Level:** Mid-Management

**Locations:** East Wareham, Massachusetts

**Report Location:** East Wareham, Massachusetts

**Posted:** February 11, 2019

**Job-Types:** Part-Time 20-24 hour per week; Flexible Office Hours and Days (M-F) during regular business hours of 8 am - 5 pm

**Job Duration:** Indefinite

**Minimum Experience:** 3 Years

**Required Local Travel:** <10%

**Compensation:** Competitive base salary, bonus potential, healthcare benefits, 401K; UASC is an Equal Opportunity Employer

**Contact Person:** Marc Bianco, COO / EVP of Technical Operations

### **QUALIFICATIONS:**

Responsible for designing, creating, and delivering marketing programs to support the growth and expansion of company products and services. Creates, conveys and improves brand messages and awareness. Develops sales presentations and provides reports based on information collected such as marketing trends, competitor analyses, new products, and pricing. May coordinate involvement in conferences, exhibitions and marketing seminars. Data-driven inbound marketer who is capable of managing the majority of the marketing efforts for the company.

Responsible for attracting website traffic, driving new leads for the business, and nurturing leads into customers, in conjunction with sales staff and technical staff.

### **POSITION REPORTS TO:**

President / CEO and Director of Operations

### **GENERAL DUTIES AND RESPONSIBILITIES:**

- Build and manage a rich content/editorial calendar that attracts a qualified audience to our website (including blog posts, articles, press releases, webinars, infographics, etc.).
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Develop, execute, and track email and direct mail campaigns. Provide data analysis of campaign results in order to refine future campaigns.

- Optimize our marketing automation and lead nurturing processes through email, content, and social channels.
- Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
- Provide sales support through the development of presentations, collateral, and prospect-specific content.
- Identify and secure opportunities at tradeshow, speaker opportunities, and other events.

#### **GENERAL QUALIFICATIONS:**

- BA/BS degree or equivalent work experience.
- Minimum of 3 years of marketing experience.
- Excellent communicator and creative thinker, with an ability to use data to inform all decisions.
- Proficiency in marketing automation and blogging software in order to generate traffic, convert visitors into leads, and then nurture them (using dynamic workflows) into converted customers.
- Some Salesforce, WordPress, PowerPoint, Constant Contact, Google Analytics, and Google Search Console experience required.

**All application materials are only accepted via email: resumes, cover letters, transcripts, certifications etc., must be attached to the email at the time of submission.**