

JOB DESCRIPTION

Job title	Digital Design and Marketing Specialist		
Reports to	Marketing Manager		
Direct reports	N/A		
FLSA Status	Exempt	Pay Grade	

Job purpose

Coordination, maintenance, and updating of marketing materials library and execution of marketing automation and reporting activity. This role will monitor and execute needed updates for marketing collateral, develop local promotional materials, and manage execution of email marketing campaigns in Dynamics 365.

The ideal candidate has a strong grasp of current and evolving marketing and graphic design tools, thrives in a collaborative environment and is comfortable with ambiguity.

Essential duties and responsibilities

- Adapt existing product literature using InDesign and PhotoShop and maintain library of current literature
- Collaboration with sales team to create tailored promotional materials
- Google Analytics tagging, reporting, and analysis
- Execution and monitoring of email marketing campaigns in Dynamics 365
- Administration and management of content editorial calendar - ensuring timely execution through coordination with product management team
- Produce error-free content that adheres to brand guidelines
- Manage multiple projects, often with short lead times

Qualifications

- Bachelor’s degree in marketing or communications
- 1-2 years of experience with Dynamics 365, HubSpot, Pardot, Marketo or other marketing automation platform
- Graphic design experience and Intermediate proficiency with Adobe Creative Suite – particularly InDesign and PhotoShop
- Excellent written and verbal skills
- Quick learner who is detail-obsessed and able to work independently
- Strong organizational, planning, and time management skills
- Personal interest in staying up to date on the latest trends in marketing automation and graphic design

- Intermediate proficiency with Microsoft Office applications – WORD, PowerPoint, Outlook

Working conditions and physical requirements

- Ability to sit and stand for long periods of time
- Occasional domestic travel (5-10%)

Director/Manager approval:	
HR approval:	
Date approved:	

The job description doesn't imply an employment contract, nor is it intended to include every duty, task or instruction for which the employee is responsible. Other tasks may be assigned, based on business needs and the department supervisor's request.

By my signature, I hereby certify that I have reviewed the attached description of my position and agree to perform the duties described therein. I understand that PHCNA may make modifications, additions, or deletions to this job description at any time, and will notify me of any changes by sending me a revised copy for my review and signature

Employee Name (printed)

Employee Signature

Date