



**Position:** Digital Marketing Specialist  
**Location:** Eden Prairie, MN  
**Exemption Status:** Exempt  
**Division/Department:** Product Management  
**Posting Date:** Revised April 5, 2021

### **Position Summary**

The Digital Marketing Specialist is the digital expert at Pinnacle responsible for independently managing day-to-day digital activities on our company websites, social media platforms, and our customer's digital needs. Accountable for working on multiple projects simultaneously through completion.

### **Primary Responsibilities**

- **Digital Partner Management/Engagement:**
  - Manage the relationships and execution for all digital assets with our retail, industrial and corporate customers.
  - Serve as main point of contact for all digital marketing projects.
  - Verify that materials meet desired specifications and are complete by established deadlines in collaboration with client departments.
  - Partner with our retail customers to manage our collaborative market strategy.
- **E-Commerce and Website Management/Engagement:**
  - Help maintain/update our corporate and branded websites.
  - Maintain technical and marketing content within our e-commerce website.
  - Proactively identify and resolve SEO opportunities and issues while improving SEO results through keyword tracking. Utilize SEO to drive revenue.
  - Analyze web traffic and suggest solutions to boost web presence.
  - Engage with online visitors through company's CRM tool.
  - Keep up to date with our guests' preferences and suggest new campaigns.
  - Stay up to date with digital technologies and developments.
  - Help to identify new or expanded tactics to drive program performance.
- **Social Media Management/Engagement:**
  - Build and manage the company's social media profiles and presence (Facebook, Twitter, Instagram, Corporate LinkedIn, Corporate YouTube).
  - Utilize Hootsuite to schedule and post content. Monitor and engage in relevant social discussions about our company.

- Run social promotions and campaigns and track their success.
- Explore ways to engage and identify new social networks.

### **Qualifications and Skills**

- Bachelors in Marketing or related degree, or previous experience in the field.
- Two years of direct experience in eCommerce, digital advertising, website design, E-Commerce platforms, WordPress, Social Media, and HTML.
- Proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint) and ad serving tools such as Google Analytics and Google Adwords as well as Internet browser software is required.
- Superior project management skills with the ability to complete work accurately in a time-sensitive environment.
- Work efficiently and independently, have a level of discretion and initiative, as well as superior communication cross-departmental.
- Grammar and writing skills are a must.
- Responsible for other duties and projects as assigned.
- Experience in Adobe Creative Suite a plus (Adobe CC Photoshop, Illustrator, InDesign).
- Familiarity with video and photography is a plus.

### **Reports to:**

- This position reports to the Director of Product Management, and will work closely with our sales, marketing and engineering teams.

### **About Us**

Pinnacle Climate Technologies (PCT) invents, develops and manufactures heating and ventilation solutions through commercial, industrial, agricultural, DIY and other retail channels throughout the world. With manufacturing in North America and Asia, PCT serves a diverse customer base in over 25 countries, on every continent. With brands that include Master®, Schaefer®, Remington®, ProTemp®, Americ®, and STANLEY®, PCT is positioned as the global leader in industrial/construction heat, and portable ventilation products.

### **Why Join Us**

Our brands, both young and mature, now have 65 years of experience to draw upon as they optimize manufacturing efficiency, perfect distribution, and lead the industry. And with that, we're now able to innovate faster and more effectively deliver the highest-quality products to the marketplace. As a result, Pinnacle Climate Technologies is home to brands that are recognized worldwide for reliability, durability, and innovation. At Pinnacle—We make it possible.

*Pinnacle is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, disability, veteran status, national origin or other legally protected classifications.*