



Position: Digital Marketing Specialist
Location: Eden Prairie, MN
Exemption Status: Exempt
Division/Department: Marketing

Position Summary

The Digital Marketing Specialist is the digital subject matter expert (SME) at Pinnacle responsible for independently managing day-to-day digital activities: company website(s), social media, and our customer's digital needs. Accountable for working on multiple projects at one time from ideation, implementation, and measurement.

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 initiatives.
 - Verify that materials meet desired specifications and are complete by established deadlines in collaboration with internal and external customer requests.
 - Partner with our retail customers to enhance our collaborative marketing strategies.

- **E-Commerce and Website Management:**
 - Work proactively on continuous improvement of our corporate and branded websites as supported by defined KPIs.
 - Maintain accurate and current technical and marketing content within our e-commerce website.
 - Proactively identify SEO opportunities and issues while improving measurable SEO results through keyword tracking. Leverage SEO to drive lead generation to support revenue growth.
 - Analyze web traffic and proactively suggest solutions to enhance value of online presence to drive sales growth.
 - Engage and assist online visitors through company's CRM tool.
 - Work to enhance site design, content, categorization to optimize call-to-action and lead generation strategies.
 - Stay up to date with relevant digital technologies and developments.
 - Help to identify new or expanded tactics to drive program performance.
 - Pursue Marketing Automation opportunities to nurture sales opportunities.

- **Social Media Management:**

- Build and manage the company's social media profiles and presence (Facebook, Twitter, Instagram, Corporate LinkedIn, Corporate YouTube).
- Utilize Hootsuite to schedule and post relevant educational-type content. Monitor and engage in relevant social discussions about our company.
- Run social promotions and campaigns and measure/assess their success.
- Explore ways to leverage new social networks.

Qualifications and Skills

- Bachelor's degree in Marketing or related field or equivalent education and experience
- Five 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.
- Self-starter with the ability to work efficiently and independently.
- Must be analytical and have a passion for measuring/improving results through data.
- Exercise a level of discretion and initiative, as well as superior communication cross-departmentally.
- Excellent written and verbal communication 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 Marketing, and will work closely with our Sales, Product Management and Engineering teams.

About Pinnacle Climate Technologies

Pinnacle Climate Technologies 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, Pinnacle serves a diverse customer base in over 25 countries, on every continent. With brands that include Master®, Schaefer®, Remington®, ProTemp®, Americ®, and STANLEY®, Pinnacle is positioned as the global leader in industrial/construction heat, and portable ventilation products.

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.