



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

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, content management and our customer's (retail partners) digital needs. This person to be accountable for working on multiple projects simultaneously through completion.

Primary Responsibilities

- **Digital Partnerships:**
 - 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:**
 - Help maintain/update our corporate and branded websites.
 - Develop and maintain technical and marketing (educational) content within our e-commerce website to support sales growth.
 - Proactively identify and resolve SEO opportunities and issues while improving SEO results through keyword tracking. Utilize SEO to drive revenue.
 - Analyze digital traffic (web, social, etc.) performance and proactively suggest strategies to continuously improve KPIs.
 - Engage and nurture with online visitors through company's CRM tool (NetSuite).
 - Understand our guests' preferences through VOC work and suggest relevant omni-channel marketing strategies.
 - Stay up to date with B2C digital technologies and developments.
 - Work cross-functionally (Product Management, Engineering, Manufacturing) to identify new or expanded initiatives to drive sales growth and business process improvements.
 - Responsible for planning, building, and implementing digital marketing campaigns across multiple channels and platforms. You will use organic search campaigns, paid advertising, email marketing, and other channels to increase awareness about your company, brand, products, and services.

- **Social Media:**

- Build and continuously improve company's social media profiles and presence (Facebook, Twitter, Instagram, Corporate LinkedIn, Corporate YouTube). Track and report on performance metrics.
- Utilize Hootsuite to schedule and post content. Monitor and engage in relevant social discussions about our company, our brand, product innovations.
- Run social promotions and campaigns and track their success.
- Proactively explore ways to engage and identify new social networks.

- **Marketing Operations**

- Assist as needed with Marketing team project planning, end-to-end process management, marketing technology infrastructure, marketing data and analytics, and brand compliance.
- Prepare reports, dashboards, or presentations to demonstrate the results of your work. You will need to analyze campaign outcomes and show a positive return-on-investment from digital channels. You may be responsible for meeting specific KPI targets, such as total conversions, total leads generated, or number of engagements.
- Work as needed with outside agencies to support successful completion and implementation of effective marketing strategies.

Qualifications and Skills

- Bachelor's 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 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,

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.