

Position: Digital Marketing Specialist
Location: Eden Prairie, MN
Exemption Status: Exempt
Division/Department: Marketing
Posting Date: September 7, 2021

Position Summary

The Digital Marketing Specialist is accountable for the development and implementation of all relevant digital strategies for a portfolio of products and channels to include B2B and B2C/Retail. With a firm grasp of leveraging digital marketing best practices and a passion for monitoring data analytics and driving profitable revenue growth, the Digital Specialist will support the marketing team to deliver results that meet or exceed key performance indicators and metrics. Further, the Digital Specialist will work cross-functionally with business leaders to assess needs and identify opportunities to drive revenue growth.

Primary Responsibilities:

- Manage the execution and performance of all digital assets with our retail, industrial and corporate customers.
- Analyze data, troubleshoot issue, and identify the top strategies that which will yield the greatest ROI.
- Use insights from analysis to allocate the appropriate resources and drive revenue results.
- Prepare reports, dashboards, or presentations to demonstrate the results of your work.
- Partner with marketing team members, Product Management and Sales to create focused strategies, KPI's & reporting frameworks that will be shared across the organization.
- Develop optimization strategies that increase the company's search engine results rankings.
- Assist with regular reporting on current and future SEO efforts. Identify KPIs to demonstrate the value-add of SEO campaigns.
- Execute tests, collect/analyze data, identify trends and insights to achieve maximum ROI in paid search campaigns. Utilize SEO to drive revenue.
- Analyze digital traffic (web, social, etc.) performance and proactively suggest strategies to continuously improve KPIs.
- Engage and cultivate online visitors through company's CRM tool (NetSuite).
- Work cross-functionally (Product Management, Engineering, Manufacturing) to identify new or expanded initiatives to drive sales growth and business process improvements.
- Maintain in depth knowledge of digital/e-commerce methods, strategies, capabilities, and best practices.
- Verify that marketing materials meet desired specifications and are completed by established deadlines in collaboration with client departments.
- 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. 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.
- Other duties as assigned.

Qualifications and Skills:

- Bachelor's in marketing or related degree, or equivalent education and experience.
- 5-7 years of consumer-packaged goods marketing experience – B2C and B2B environments preferred
- 2+ years managing enterprise level digital marketing programs and reporting results across organization
- 3+ years of hands-on experience with search marketing, paid advertising, social media & community engagement, data & analytics, email marketing & automation, conversion optimization, and lead nurturing
- Initiative
- Experienced with data, analytics and drawing insights for next steps
- Deep knowledge of performance tracking platforms and attribution methodology
- Displays a high level of confidence and can communicate strategic recommendations in a confident, concise, and logical manner
- Ability to work independently and be resourceful, with a strong track record of problem-solving ability
- Excellent time management, organizational, interpersonal, and analytical skills
- Ability to multi-task and meet deadlines in a fast-paced, demanding environment
- Passion for making things happen via cutting edge digital marketing & data
- 3-5 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

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.