

Digital Marketing Manager

Certona is seeking an experienced Digital Marketing Manager to oversee and execute a variety of online and tradeshow marketing initiatives.

Position Description

This individual will be responsible for developing and executing digital communication strategies, interactive B2B marketing, corporate web site, online lead generation and content strategies. This position is a critical component of Certona's overall marketing activity and requires an individual who has a proven track record of executing B2B online marketing strategies.

The role also includes tradeshow project management, PR, email marketing list management, sales support (presentations, collateral, RFPs), and competitive research.

Responsibilities:

- **Oversee creation and operation of a new web site and web presence for Certona – including integration of new blog and social media marketing activities**
 - Refresh web site design requirements / RFP
 - Source Agency/designer/developer
 - Project management of design and implementation
 - Copywriting for landing pages, content, and SEO (Search Engine Optimization)
 - Deployment / launch of new site
 - Ongoing maintenance and content updates
- **Implement key online acquisition programs including search, email, banner, and other online advertising initiatives**
 - AdWords campaign management and analysis including Google Analytics
 - Email program management including campaigns, emails, measurement and list management
 - Banner / newsletter advertising plan – budget, selection, creative, landing pages
- **Hands on operation of social media strategy and implementation**
 - Creating presence and content on appropriate media sites such as LinkedIn, Facebook, & Twitter
 - Planning and implementing digital PR and social news presence on sites such as Digg, Reddit, delicious and with RSS feeds
- **Manage trade shows**
 - Identify and negotiate sponsorship packages
 - Expo services ordering
 - Coordinating graphics, artwork, collateral and other deliverables
 - Execute booth shipment and arrange show setup and teardown
 - Coordinate with show registration and travel
- **Support PR agency**
 - Draft and proof press releases
 - Collaborate on case studies and speaking engagements
 - Ensure press releases and news items are published on web and social media/news channels
- **Sales Support**
 - Collaborate with Sales on presentations and messaging
 - Supply collaterals and other sales tools
 - Edit and support RFP responses
 - Manage CRM/SFA contacts

Qualifications:

- MBA preferred
- Bachelor Degree and 5-8 years marketing experience with 3-5 years strong digital marketing experience and B2B marketing, preferably working in a software organization or interactive marketing agency
- Familiarity with SaaS solutions a plus
- Knowledge of e-commerce web sites and retail a plus



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Qualifications (continued):

- Knowledge of new media, internet related technologies and current web trends, including social media and analytics
- Experience managing external agencies, vendors and affiliates
- Ability to negotiate contracts and price points
- Web development experience – able to update basic content on web site in HTML and PHP or ASP
- Proficient with PowerPoint presentations including sequencing (Custom Animations, slide transitions)

Please send your resume and cover letter to careers@certona.com.