

Job Description

Digital Marketing Specialist

Come join us at the nexus of data center technology, artificial intelligence, Edge Computing and more. As a Digital Marketing Specialist at GRC (Green Revolution Cooling), your focus will be all things digital marketing and a bit more. You will design, create, and deliver effective marketing programs to support the expansion and growth of the company products and services. All the while translating GRC's business goals and strategies into successful marketing lead generation campaigns to increase GRC's brand awareness.

The ideal candidate, preferably a recent college graduate, will have a solid background in digital marketing and analytics, building and supporting marketing campaigns, strong written and oral communication skills, social media platforms (LinkedIn, Facebook, Twitter, Instagram) and some level of technical knowledge to be able to proficiently communicate GRC's solutions and underlying value proposition. Graphic designing skills and proficiency with creative tools such as the Adobe Creative Suite is a plus.

With GRC, you are operating in a dynamic technology start-up which is changing the paradigm currently limiting data centers.

Key Responsibilities:

- Build relationships with third party publications to negotiate cost-effective paid campaigns.
- Work directly with manager to develop new product launches and marketing campaign strategies in support of our brand growth.
- Develop email nurturing campaigns for paid marketing contacts that have not yet converted to a lead.
- Create and continuously optimize PPC campaigns on top search and display platforms.
- Manage GRC's Social Media post topics and content to LinkedIn, Facebook, Twitter, and more if the opportunity is there, on a five-day work week cycle.
- Plan, develop, and implement SEO strategy for organic search optimization through keyword research and monitoring of redirects, click rates, bounce rates, etc.
- Grow and support GRC's blog profile and presence by creating and sharing thought-leadership content that engages and educates our audience.
- Maintain a consistent brand voice and message across all digital marketing programs.
- Optimize key conversion points in the marketing funnel, including landing pages, website call-to-actions (CTAs), and lead generating forms to drive and nurture qualified leads. GRC. is currently under contract with HubSpot, and your availability to ramp up quickly is greatly appreciated

- Routinely A/B test and measure the performance of conversions assets.
- Consistently track, measure, and analyze all initiatives to report on digital marketing ROI.

Job Requirements (Required Abilities)

- Bachelor's Degree with course work in Communications & Marketing or related field.
- Experience in digital marketing, advertising, PR, or related field, with proven results.
- Graphic design skills and proficiency with Adobe Creative Suite preferred.
- Strong background in problem-solving and showing initiative.
- Content marketing experience
- Persona development.
- Foundational SEO knowledge.
- Marketing automation experience - HubSpot preferred.
- Social media marketing experience.
- Experience with paid social media campaigns - Facebook, Instagram, LinkedIn.
- Exceptional creative and technical writing and content development skills.
- Effective written and oral communication skills; the ability to interact professionally with diverse groups.
- Collaborative spirit connect with confident people who have an "I can do" attitude
- Ability to manage multiple projects and deadlines with attention to detail and follow up with minimal supervision.
- Highly organized; self-starter.
- Able to adapt to changing project priorities in a fast-paced startup environment.
- Proficient with marketing analytics/automation tools, content management and CRM platforms.
- Eager to learn and adapt quickly, comfortable with some ambiguity and a great sense of humor