

Digital Marketing Specialist

Recognized for more than 25 years of growth in visual data mining technologies, Salient delivers a lightning-speed solution that empowers people and impacts business at all levels. As an industry leader, we attribute our success to our cutting-edge technology and to the contributions of our dedicated, forward thinking employees.

We offer a fast paced work environment. We focus on the professional development of all employees. As part of our generous compensation package, Salient offers paid time off between Christmas and New Years. We foster open communication and are committed to a team oriented environment.

We are seeking a Digital Marketing Specialist to drive qualified traffic to our websites and optimize lead conversion. This is a full-time, non-exempt position that will be located in Horseheads, NY.

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the minimum knowledge, skills and/or abilities required.

Education/Experience

- B.A. in Communications, Marketing or English preferred.

Primary Duties & Responsibilities:

- Maintain and update content on all of Salient's websites.
- Work with a team to produce compelling marketing content (blogs, videos, etc.).
- Produce effective content for blogs, PR, and social posts.
- Produce reports that show the value of marketing generated leads.
- Create and maintain monthly web performance with reports and dashboards utilizing Google Analytics, AdWords and other performance metrics.
- Expand Salient's social networks on Facebook, LinkedIn, Twitter, YouTube, etc.
- Responsible for increasing conversion rates.
- Establish workflows of marketing automation.
- Manage marketing lists and segmentation.
- Drive email and social marketing campaigns around tradeshow and conferences.
- Manage & report on PPC and SEO metrics.
- Apply SEO techniques and recommendations to all web content.

Preferred Skills or Knowledge

- Expertise in email marketing & email campaign management.
- Solid understanding of CRM Tools such as Microsoft Dynamics.

Technical Skills

- Knowledge of AP Style for authoring press releases.
- Ability to conduct interviews to produce client case studies, testimonials, articles, etc.
- Ability to work independently and with a team.
- Self-motivated, data-driven and results-oriented.
- Strong critical thinking, analytical and problem solving skills.
- Strong sense of urgency and experience in deadline driven roles.
- Excellent organizational skills and ability to effectively manage multiple priorities and tasks simultaneously.

Measures of Performance

Increased number of leads over time and demonstrated quality improvement. Reduction in cost of acquiring leads. The employee must perform all of the duties and responsibilities listed at an acceptable level.

Salient Corporation is proud to be an Equal Opportunity Employer.

All qualified applicants will receive consideration for employment without regard to race, color, religion, creed, sex, sexual orientation, marital status, military status, veteran status, age, national origin, citizenship, ancestry, disability, predisposing genetic characteristics, domestic violence victim status, or any other status protected by law.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.