



# LINEAGE

The Important Things Never Change.

**Position:** Digital Marketing Specialist  
**Reports to:** CEO

## OUR CULTURE

We move to the beat of a different drum. Our core values aren't just words on a piece of paper but something we strive to live out every day. We make a difference in the lives of our employees, their families, and our communities. We accomplish this by using our time, talents and resources. Each of our locations support local charities and we offer the opportunity to participate in international mission trips.

We are committed to our culture. We rally behind our core values and we deliver a positive experience to our customers. We celebrate our employee's success and encourage our team members to bring their insights and recommendations to the table. Are you ready to discover your true potential? Are you ready to join the Lineage family?

## POSITION SUMMARY:

The Digital Marketing Specialist is responsible for leading the execution and coordination of integrated digital marketing campaigns. These holistic campaigns include the development of integrated marketing tactics, such as websites, content plans, marketing automation, search engine optimization, PPC, analytics and other tactics as appropriate. The Digital Marketing Specialist will also utilize the company's content management system and other tools, to help develop content, implement search engine best practices website, user-experience, marketing automation and analytics.

## DUTIES AND RESPONSIBILITIES:

### Campaign Management & Development

- Drive the creation and management of data-driven campaigns that include integrated marketing tactics, such as website development, content plans, marketing automation, search engine optimization, PPC, analytics, geo-targeted campaigns and other tactics as appropriate.
- Track results and identify trends within company data to ensure campaigns are focused on the most effective and successful activities to drive new business.
- Assist in development of content either first-hand or through utilizing existing internal and external resources.
- Provide technical analysis of web traffic, proactive monitoring and reporting of actionable insights on web performance and campaign performance. Analyze and monitor all digital advertising and marketing campaigns, and web traffic.
- Create reports and effectively communicate performance to management.
- Collaborate with internal team and provide excellent customer service to internal stakeholders to increase the efficiency and effectiveness in achieving business goals.
- Maintain a thorough understanding of the latest trends with integrated/digital marketing and drive those trends within the business.
- Work with marketing campaign automation tools such as Hubspot or Pardot.
- Create annual and quarterly company surveys and analyze survey data for distribution.

### Website Development

- Drive the development and strategy around the targeted content while collaborating with the appropriate team members.



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- Apply a thorough understanding of landing page design and calls-to-action to convert traffic. This includes but not limited to analysis, planning execution, A/B testing, experiments and learning.
- On a per campaign basis, perform keyword research and analysis, including competitive assessments. Monitor and manage keywords through various inputs within the business to increase ranking within search engine results as well as new pages/landing pages to improve keyword relevancy for organic and paid traffic.

## **Marketing Automation**

- Plan and execute marketing automation campaigns to acquire, score, nurture and convert target audience segments.
- Work within CRM and marketing automation systems to develop, implement, and adjust campaign workflows that optimize the delivery of timely, relevant content across the buying process.
- Analyze, segment and leverage the contact database.
- Analyze performance of campaigns to test variables, modify structure, and seek ways to improve efficiency and effectiveness of future campaigns.
- Manage complex timelines, provide status updates and report on performance metrics.
- Live out Lineage core values of Integrity, Growth, Family Culture, Pursuit of Excellence, and Compassion in all aspects of the job.
- Other duties as assigned.

## **QUALIFICATIONS:**

- Bachelor's degree in Marketing, Communications, or related field.
- Two or more years of integrated digital marketing experience with at least 1 year in a business-to-business environment.
- Demonstrated experience in marketing automation, campaign management, demand generation, direct marketing, database marketing and internet marketing.
- Experience with marketing automation software advanced analytics and CRM systems (SalesForce preferred).
- Demonstrated success in implementing strategic improvements to lead generation campaigns.
- Ability to maintain multiple marketing channels with strong communication of goals and results both within the team and with management.
- Knowledge of email privacy laws and email best practices.
- Strong analytical skills, notably the ability to test, measure and optimize, along with the ability to spot trends in data and distill insight.
- Ability and willingness to think strategically and act/implement tactically.
- Familiarity with Microsoft Office products including Outlook, Word, and Excel,
- HTML/CSS knowledge as well as experience with coding for responsive design.
- Experience with content management system (Word Press preferred).
- Strong written and verbal communication skills.
- Ability to manage multiple priorities and deadlines.
- Project management skills.

## **SUPERVISORY RESPONSIBILITY:**

- This position has no supervisory responsibilities.

## **WORKING CONDITIONS AND PHYSICAL EFFORT:**

- This position is in a professional office environment/warehouse environment, as well as in the field at company attended events.
- This is largely a sedentary position.
- Filing, bending, standing, reaching with hands/arms, etc. as necessary.



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- The employee is occasionally required to climb or balance. The employee is occasionally required to stand; walk and stoop, kneel, or crouch.
- While performing the duties of this position, the employee is required to speak and hear.

## **TRAVEL:**

- This position requires little to no travel.

## **BENEFITS:**

Lineage Offers full time employees with the following benefit options:

- Medical, Dental, Vision Insurance
- Life, Disability, and Voluntary coverages
- 401k and 401k discretionary employer contributions
- Paid Time Off
- Paid Holidays
- Bonus Programs

Please apply by sending your resume to [LineageNCjobs@trustlineage.com](mailto:LineageNCjobs@trustlineage.com)

*Lineage is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, race, color, sex, religion, national origin, disability, sexual orientation, gender identity or expression, pregnancy status, marital status, military or veteran status, genetic disposition or any other reason protected by law.*