

Orenco Systems, Inc.

Job Description

Job Title:	Digital Mktg Specialist I	Job Code:	DMSP1
Salary Grade:	23		
Department:	Marketing	FLSA Status:	Non-exempt

GENERAL POSITION SUMMARY:

The DMS I (Digital Marketing Specialist I) works with the Senior DMS to develop digital marketing products. The DMS I develops content for various digital marketing campaigns, including Orenco's website, Composites Website, SEO (Search Engine Optimization), Google AdWords campaigns, and re-targeting ads.

RESPONSIBILITIES:

Essential Functions:

- Project Management
 - Consults with the Senior DMS and internal customers to discuss, plan, and prioritize individual projects.
 - Organizes and executes projects from concept to completion, including planning, delegating, tracking, reviewing, and measuring results.
 - Identifies project steps, including routing for review and dissemination to mailroom and end-users.
 - Identifies material needs, collects data, collects and/or creates graphics, and harmonizes content with related documents.
- Digital Marketing
 - Works with the Senior DMS to maintain company websites.
 - Improves the usability, design, content and conversion of the company website.
 - Works with the Senior DMS to implement ongoing SEO.
 - Continually analyzes, reviews and implements changes to websites so they are optimized for search engines.
 - Utilizes keyword tools and research to gain the most organic and paid traffic.
 - Works with the Senior DMS to maintain digital marketing campaigns.
 - Supports social media efforts for Pay-per-click, Facebook, LinkedIn, YouTube, and any future accounts.
 - Creates landing pages for new and ongoing campaigns.
 - Creates HTML (Hyper Text Markup Language) templates and custom emails for messages going to 10 or more recipients.
 - Maintains a strong understanding of best email practices, trends, and execution tactics.
 - Provides overall support for any Digital Marketing activities.
- Graphic Artist
 - Assists in maintaining corporate branding.
 - Uses corporate graphic standards and templates to produce new documents and designs that are consistent in look with existing documents and designs, updates old documents to current specs.
 - Assists Orenco staff and distributors by preparing materials that incorporate photos, illustrations, technical drawings, logos, document excerpts, charts, and graphs.
 - Assists Orenco staff by training them in the use of basic document templates.
 - Enhances and manipulates photos using Photoshop, and helps to maintain photo library.

- Burns CD's, prints, mounts, and laminates a variety of materials for internal and external customers.
- Content Creation
 - Collaborates with and is a team player with the Marketing team to create, collect, publish, and distribute multi-media content including illustrations, animations, and videos.
 - Creates illustrations and animations using Adobe Creative Suite and Solidworks 3D modeling software to depict various products and processes.
 - Creates videos using Adobe Premier Pro for internal and external purposes using still and motion shots to depict products and processes.
 - Seeks out original ways to capture and share content across a variety of channels and through a variety of mediums such as; photos, video, online, social media, etc.
- Regular attendance is essential to this position.

Nonessential Functions:

- May perform other duties as assigned.

EDUCATION:

Bachelor's degree in Business Administration, Communication, Fine Arts, or related field of study (comparable work experience acceptable). Two years prior Marketing work experience with one year applicable experience including graphic design.

KNOWLEDGE/SKILLS/EXPERIENCE:

- Two years of related work experience in digital marketing or related marketing experience.
- Knowledgeable in key areas of digital marketing, SEO, social media, content marketing, email marketing, PPC, and Search Engine Marketing (SEM).
- Knowledge of key measurement tools used in digital marketing and the ability to interpret results.
- High level of skills using Adobe Creative Suite, Word, Excel, PowerPoint, and Google Analytics.
- A functional understanding of HTML and CSS with Web design experience.
- An "eye" for good, clean layout and design. (Layout samples and skills testing required.)
- Ability to grasp "how things work" and impart that information to others, having creative and good presentation skills.
- Ability to follow instructions and work independently and as part of a team.
- Ability to organize/manage work to follow-through on commitments and meet deadlines.
- Ability to work quickly while attending to details.
- Ability to read and listen well, ability to write and speak clearly, ability to spell and proof own work.
- Good interpersonal skills and high "emotional IQ" including maturity, judgment, and problem-solving.
- Ability to work quietly and on-task, meet deadlines and other commitments, follow established SOP (standard operating procedures) and maintain a professional, positive attitude.
- Ability to cross-train, work as a team, and keep co-workers informed of project progress.
- Must have satisfactory driving record, maintain valid drivers license, and current insurance on personal vehicle if used for business. Must be insurable to drive company vehicles.

TOOLS AND EQUIPMENT:

Calculator	CD Burner	Copier
Digital Camera	Fax	Laminator
Paper Cutter	Printers/Plotter	Scanner
Vehicle		
Computer - Macintosh and/or PC		
Multi-Line Phone with Intercom		
Office and Design Software: MS Office Packages and Adobe Creative Suite		

WORKING CONDITIONS:

Office environment, occasional exposure to outside weather conditions.

PHYSICAL REQUIREMENTS:

Speaking, hearing, seeing, reading, writing, keyboarding, prolonged periods of sitting including extended time viewing a computer screen. Intermittent physical activity including standing, walking, climbing stairs and ladders, reaching, bending, occasional assembly of exhibit equipment, product samples, etc. and light lifting (20 lbs.). Occasional operation of a motor vehicle.

Last revised: 9/21/2018