

# VigiLanz®

**Title:** Digital Marketing Manager

**Department:** Marketing

**Location:** Minneapolis, MN

**Description and Purpose of Job:**

Join an integrated marketing team in the thriving Twin Cities Healthcare IT Community!

Drive awareness to an award-winning brand while working to acquire and retain customers at some of the nation's top health systems. In this role, you will support and manage both inbound and outbound marketing campaigns. You enjoy experimenting with various digital tactics to move prospects through the marketing funnel and optimizing campaigns based on their performance. You're not afraid to dive into new technology and learn.

The role will be primarily focused on customer acquisition, with support as-needed for customer retention programs.

**Major Duties and Responsibilities:**

**Marketing Automation:**

You are confident in leading the execution of email marketing campaigns from start to finish and being the expert within Pardot, leveraging email best practices to effectively communicate to varying audiences.

- Develop and manage campaigns (email, landing pages, forms, automation rules, reports, and more) in Pardot and Salesforce
- Create thoughtful email and landing page copy that is designed to engage and convert
- Upload leads and track activity through Salesforce campaigns
- Manage email segments and lists based on demographics and behavior
- Create and maintain nurture campaigns
- Conduct A/B testing for ongoing campaign optimization
- Provide regular email performance metrics and make recommendations to improve campaign effectiveness
- Support the lead scoring and routing process

**Digital Marketing:**

Using a variety of tactics and technologies in your digital marketing toolkit, you'll ensure that messages are getting to the right audience at the right time.

- Create and manage paid social campaigns including strategy, design, conversion copywriting, budget and execution, adjusting tactics as needed

- Manage corporate website and related website tools/widgets to ensure optimal performance and user experience
- Create conversational marketing playbooks and manage web chat technology
- Proactively seek out opportunities to leverage new and existing marketing assets for multi-channel distribution
- Provide regular reporting on website and social media analytics, including data on overall KPIs, user behavior, acquisition
- Work collaboratively with agency partners on graphic design and copywriting for digital campaigns

**Additional Responsibilities:**

- Support the planning and execution of VigiLanz events, trade shows, user groups and webinars
- Manage SWAG and marketing supply inventory, ordering new items when needed

**Education / Experience Requirements:**

- B.A. in Marketing or equivalent
- 4-6 years of experience in digital marketing, preferably B2B
- 3+ years of experience creating and managing campaigns in a Marketing Automation platform, preferably Pardot
- Experience with Salesforce (or similar SaaS CRM technology)
- HTML and CSS experience
- Proven experience managing non-personal social media accounts like Twitter, LinkedIn, YouTube, etc.
- Experience with the following marketing technologies and tactics: Google Analytics, Google Ads + PPC, Paid Social, WordPress, SEO
- Technical and analytical marketing experience
- Strong attention to detail
- Strong writing, editing, and verbal communication skills with the ability to develop error-free marketing materials
- Working knowledge of Adobe Suite (Photoshop, Illustrator, InDesign)

**Additional Qualifications:**

- Self-starter and go-getter who brings a positive attitude to every interaction
- Utility player who is excited to take on a variety of projects
- Experience in the healthcare or IT /software industry is a plus
- Natural leadership skills: strategic thinking, creativity, integrity, trust, accountability, credibility, judgment, persuasion/influence, fairness, high ethical standards
- Personal Characteristics: passionate about the work, energetic, enthusiastic, strong work ethic, common sense, teamwork, flexibility, initiative, mature, proactive, solution-oriented, collaborative and flexible

**Travel Requirements:**

Periodic travel may be required for events, trade shows, or other miscellaneous projects.