

# 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, ultimately impacting sales revenue through the generation of qualified leads. 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.

**Major Duties and Responsibilities**

**Marketing Automation:**

You are skilled in leading successful email marketing campaigns from start to finish, being an expert in Pardot marketing automation software, and leveraging email best practices to effectively communicate to varying audiences.

- Plan, develop, and manage digital marketing 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
- Manage and track lead activity, ensuring digital touchpoints throughout the entire marketing funnel Manage email segments and lists based on demographics and behavior
- Conduct A/B testing for ongoing campaign optimization
- Analyze campaign performance, provide regular campaign metrics and make recommendations to improve campaign effectiveness

**Digital Marketing:**

Using a variety of tactics and technologies, you'll drive brand awareness, website traffic, and lead acquisition through the planning and execution of multiplatform digital marketing campaigns.

- Responsible for managing corporate website content and performance, with a focus on optimizing for search and user experience
- Design and implement account based marketing programs that generate prospects and advance existing opportunities with targeted accounts
- Implement a range of SEM/SEO techniques to drive web and social media traffic

- Create and manage paid media advertising campaigns on Google, LinkedIn and other platforms, including strategy, design, conversion copywriting, budget and execution
- Create conversational marketing playbooks and manage web chat technology (Drift)
- Identify opportunities to leverage marketing content assets for multi-channel distribution
- Use analytic tools to measure site traffic and campaign performance to optimize digital marketing campaigns, email marketing, social media, and search
- Provide regular reporting on campaign performance, including data on overall KPIs, user behavior, acquisition trends, etc.
- Collaborate with agency partners on graphic design and digital campaign copywriting
- Support implementation of tools, technologies and processes to drive digital marketing excellence

#### **Additional Responsibilities:**

- Support the planning and execution of VigiLanz live and virtual 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, results-oriented, common sense, teamwork, flexibility, initiative, mature, proactive, solution-oriented, collaborative and flexible
- Comfortable working in a fast-paced, deadline-driven environment

**Travel Requirements:**

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