



Datanomix Marketing Specialist

Datanomix is seeking a marketing specialist to support the company's marketing initiatives, including content, in-person events, webinars, digital marketing, sales and support tools, website support, and marketing operations in Hubspot. You'll also help maintain and grow our social media presence while tracking results. In general, the marketing specialist will work with the marketing team to continually improve programs and results.

Responsibilities:

- Assist with the development of marketing programs and sales content to drive awareness and top-of-funnel leads for Datanomix
- Work with the broader marketing team to manage the company's presence and engagement on social media
- Assist in the maintenance and monitoring of SEM including suggesting and recommending keyword opportunities, bids, account budget caps, impression share, quality score, and other important account metrics
- Help plan and organize employee and marketing events, including logistics, promotion and follow-up, and managing calendars for Datanomix leadership
- Implement and leverage corporate sponsorships and memberships, including writing product and company descriptions and gathering required information
- Maintain the marketing calendar to ensure projects are tracked and prioritized
- Order and inventory promotional materials and marketing-specific supplies
- Update your industry knowledge by participating in educational opportunities and reading trade publications.
- Explore opportunities to add value in your day-to-day duties. A creative thinker not afraid to try new ideas and drive them to completion

Can demonstrate knowledge and skills with:

- Direct Marketing, including SEO/SEM
- Social Media
- Project Management
- Content Development (writing)
- Planning and Budgeting

Education and Experience Requirements:

- Bachelor's degree in marketing or a related field
- 2+ years of marketing experience with increasing responsibilities
- Interpersonal, verbal, and written communication and presentation skills
- Experience in digital marketing—SEO/SEM, email, social media and/or display and advertising campaigns
- Working knowledge of digital advertising platforms (i.e. Google, Bing, LinkedIn)
- Working knowledge of Wordpress, Hubspot, and Adobe Creative Suite a plus

Preferred education level: Bachelor's degree

Job/Employment Type: Full-time

Location: Nashua, NH (Non-Remote)

Send resume to careers@datanomix.io

Working at Datanomix:

Datanomix is a fast growing technology start-up based in Southern New Hampshire. We are building a cutting-edge production analytics platform, delivering massive improvements in productivity, employee performance, and company profits for our customers. We have raised the bar for what Industry 4.0 and data leverage should mean to precision manufacturers, and will continue to improve our solution as we continue to grow.