



SEBASTIAN

Putting people first.

Job Title: Digital Marketing Specialist

Department: SMBD

Reports To: Vice President of SMBD

FLSA Status: Exempt- Salaried

Core Ideology:

These are the essential and enduring principles of our company. Our core values are:

Opportunity to prosper

Responsibility to get things done

Service that exceeds expectations

Respect for customers, colleagues and community

Loyalty without entitlement

Our core purpose to provide people with a great place to work and the opportunity to prosper, improving their lives, their communities and their company.

Job Description:

The Digital Marketing Specialist assists in the development, implementation and management of digital marketing platforms including Social Media, Web optimization, (SEO/SEM), and email marketing. Assists the Sales and Marketing Department with collateral and presentation graphics, reporting, CRM administration and data integration with lead systems such as Sales Genie, multi-channel marketing campaigns with a focus on digital, content creation for print, radio, and digital media. Other duties include reconciliation among customer and billing databases, data mining, and research projects as assigned. Creative support for community and employee relation initiatives.

Job Duties:

- Support for digital marketing campaigns across all digital channels including web, social media, and email.
- Assist in campaign to brand Sebastian as employer of choice and support recruiting initiatives.
- Assist Sales Manager in the administration of CRM inputs and maintain data structure and integrity required for detailed sales process reporting.
- Assist with identification and implementation of standardized sales proposal generation.
- Reconciliation of CRM and billing software to ensure accurate job set up and tracking process.
- Create graphics to support brochures and collateral for direct sales team, product managers, and presentations for internal and external customer audiences including community and employee outreach initiatives.
- Create and maintain slide deck for Sebastian products and services.
- Proof and edit various marketing materials.
- Liaise with agencies, printers and other vendors as required.

- Assist Community Relations Manager with marketing- related community and company events.
- Administer tracking system for digital marketing activities.

Job Requirements:

- Prior marketing-related experience in some aspect of digital marketing (social media, web, graphics, campaign tracking).
- Demonstrated creative ability to assist with campaign support.
- General knowledge of database management and CRM systems data transfer
- Demonstrated analytical ability related to graphical support for sales planning.
- Highly-developed technical skills related to Microsoft Office application and digital media platforms.

Physical Requirements:

- Must be able to sit for long periods of time
- Must have minimal ability to stand, sit, squat, bend, kneel, twist, crawl, reach lift, balance, carry, push, and pull as required for light duties of standard office clerical positions.
- Must be able to lift 20lb. Maximum with frequent lifting and/or carrying objects weighting up to 10lb.
- Exposure to air-conditioned/heated office environment
- Exposure to low noise levels from office equipment and voices.