



Divisions of  CCOM Group, Inc.

Digital Marketing Manager

Basic Purpose:

Lead the development and management of digital strategies for websites, social media, e-commerce, and mobile platforms. Integrate the company's existing marketing strategy into an online presence. Generate new marketing ideas and understand market changes and trends. Brings creativity and energy to the company's digital marketing strategies.

Functional Responsibilities:

- Develop and maintain all digital platforms
- Develop digital marketing initiatives, promotions & facilitate distribution

Critical Duties and Responsibilities:

- Develop annual digital marketing and business plan
- Work with the Sales & Marketing to define effective digital marketing strategies
- Responsible for providing ideas and content for all print and web marketing including catalog development, monthly direct mail pieces, company website and other marketing tools.
- Responsible for driving sales growth through the development of sales promotions, direct marketing events, e-commerce, customer retention programs and other marketing campaigns.
- Work in cooperation with the 3rd party service providers, including, but not limited to, web development firms, product content developers, and mobile technology providers
- Manage mass promotion and highly targeted digital campaigns
- Manage all print and online (web/social/digital) advertising
- Develop and Distribute monthly E-Newsletter
- Lead social media campaigns across Twitter, Facebook, Google+, Pinterest, YouTube, and LinkedIn.
- Manage content and photography for product pages and email marketing
- Responsible for providing ideas and content for all print and web marketing including catalog development, monthly direct mail pieces, company website and other marketing tools.



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**Requirements and
Qualifications:**

- Bachelor Degree in Marketing, or related business discipline is required
- Relevant experience dealing directly with Plumbing, Electrical or HVAC Contractors
- At least 3 years of Marketing experience in distribution and retail
- 3-5 years website management & digital marketing experience necessary
- B2B, e-commerce experience required
- PIM and content development experience required
- Experience with web analytics, tracking and measuring tools
- Knowledge of HVAC, Plumbing, and/or Electrical products a plus. Product management background a plus.
- Extreme attention to detail and ability to manage multiple tasks.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Prior experience in a multi-faceted, fast-paced environment. Prioritize and accomplish goals within specified timeframes.
- Must be results oriented and self-motivated.
- Computer skills (Microsoft office suite, Adobe, HTML, Basic webpage design)