

Digital Marketing Manager

The Vernon Company, a family-owned national leader in the promotional products industry and a manufacturer of OEM, point-of-purchase and fleet graphics, is seeking a Digital Marketing Manager.

The Digital Marketing Manager is responsible for overseeing the look and feel of our company website and are responsible for generating leads and sales via our online channels. This position is also responsible for managing our social platforms. This position will work with our web support, digital marketing, and graphics team who contribute to website traffic, design, and structure.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Manage all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting.
- Develop and implement digital strategy to improve conversion rates.
- Manage digital marketing to improve quality and traffic acquisition.
- Research market to discover new trends and improve website performance.
- Analyze various data to deliver top performance and achieve KPIs.
- Oversee digital marketing channels across PPC, SEO, Display, email marketing, and social media.
- Develop content calendar and oversee website uploads and landing pages development.
- Report on performance.

REQUIREMENTS:

- At least 3 years of experience in a similar role.
- Leadership experience.
- Experience developing and overseeing digital marketing strategies.
- Excellent understanding of web design and web analysis.
- Strong marketing background.
- Experience in Word Press, Adobe Creative Suite, and Google Analytics.
- Knowledge of digital marketing channels such as PPC, SEO, Social Media Display, and affiliate marketing programs.
- Degree level in Marketing or any related field.

PREFERRED QUALIFICATIONS:

- HTML/HTML5
- Salesforce
- Pardot
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The Vernon Company offers a competitive compensation/benefit package, including health, vision, life, 401(k), PTO and holidays.

For consideration, email resume to heatherv@vernoncompany.com

*Pre-employment drug screen and background check required.
EOE/M/F/D/V*