

# GREAT NORTHERN EQUIPMENT DISTRIBUTING, INC.



**Job Title:** Digital Marketing Specialist

**Last Update:** 4/18/2019

**Reports to:** Marketing Manager

**Supervises:** N/A

**Department/Location:** Sales Office/Renville, MN

**Work Schedule:** Generally, 8am – 5pm with flexibility for earlier start/leave

**Eligible for remote work:** Yes, up to 20%

**Basic Function:** Our Digital Marketing Specialist provides a web presence that unites K&M's vision of brand awareness in the eyes of our customers, promotes our products, and provides a portal that meets our customers' needs.

## Essential Functions:

- Ensures that the end user experience with our websites provides a friendly, content rich environment that instills the idea in our customers that our websites are the best source of information in our industry, which features:
  - Meets or exceeds user expectations.
  - Intuitive designs for ease of use.
  - Provides accurate content.
  - Branding representative of company goals.
- Manages Google AdWords services, such as remarketing, analytics and keyword tools.
- Conducts keyword research and selections for pay-per-click campaigns and SEO projects.
- Manages all K&M product content by gathering and publishing K&M's product descriptions, applications, images, and drawings for use in marketing materials and the company's websites.
- Reviews print and web content from other key industry leaders.
- Prioritizes tasks into a timeline that facilitates schedules and meets deadlines.
- Designs, edits and/or builds web pages using web application software and HTML.
- Learns and understands commonly known web languages that may become necessary now or in the future.
- Works with graphics staff to develop and manage image libraries for electronic and print media, as well as photo editing.
- Assists with the development/use of social media.
- Monitors vendor communication for product information and marketing requests.

## Secondary Functions:

- Marketing and sales support.
- Product photo shoot support.
- Attends training as directed by K&M.

## **Knowledge/Skills/Abilities**

To perform this job successfully, an individual must be able to perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to see the job through to completion and passion to believe in the quality of work you provide.
- Knowledge of and willingness to follow company policies.
- Honesty, dependability and unconditional ethics; Treats people with respect; Works with integrity and ethically; Uphold organizational values.
- Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Willingness to assist others; Communicates effectively.
- Take initiative to locate missing information or find possible solutions to an issue
- Conduct themselves in a professional manner.
- Ability to communicate effectively, both orally and in writing, with a wide variety of internal and external customers/vendors.
- Adapts to changes in work environment; Changes approach or method to best fit the solution; Able to deal with frequent change.
- Effectively manage timetables, time requirements and deadlines.
- Thorough and precise in work.
- Able to multi-task and use initiative.

## **Qualifications and Experience:**

### **Required**

- High school diploma or equivalent.
- Familiarity with Excel, JavaScript, CSS, web development software including Adobe Illustrator, Photoshop, Dreamweaver, Flash, etc.
- Knowledge of and experience with desktop publishing.
- Knowledge of and experience with digital design and web applications.
- Basic understanding of the catalog/print industry.
- Excellent written, oral communication and listening skills.
- Speak, read and write fluent North American English.
- Ability to see in full color.
- Ability to visualize and implement from the “look and feel” to the technical level.
- Attention to detail, well organized and efficient.
- Excellent creative and design skills.

### **Preferred**

- AA or bachelor's degree in Agriculture Communication, Marketing with an emphasis in Graphic Design.
- Experience in the agricultural industry.
- Familiarity with database and Graphical User Interface (GUI) design.
- Design training, preferably in graphic design.
- Experience with Made2Manage or other ERP Software in a manufacturing environment.

**Machines/Equipment:** In the normal course of performing this job, a telephone, headset, printer, copier, and personal computer will be used.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Frequently required to sit, use hands to handle objects, speak and hear.
- Frequent wrist and/or hand movement is required.
- Must occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.
- Required to see in full color.

**Work Environment:**

**Office:** Office setting is climate controlled and the noise level is usually quiet to moderate.

**Warehouse:** Warehouse setting is partially climate controlled and the noise level is usually moderate. Employees may be regularly exposed to forklifts and other material moving equipment.

**Summary:** This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position.