

Full-Time, Local

## Marketing Specialist

### Company Overview

Founded in 2010, Cultivate has evolved to become the Gifting Experts of our industry and a trusted partner for our growing portfolio of clients. We know unwanted gifts erode relationships, and unexpectedly great ones cement them. That's why our variety of Online and On-site Gifting solutions helps companies deliver real and personalized appreciation at any scale. At Cultivate, we work as one toward our mission to change the way companies think about and value appreciation.

### What We Need

Cultivate is currently recruiting for a Marketing Specialist. The ideal candidate will be a team player who is able to work closely with the Leadership, Sales, Purchasing, Operations, and Event teams. They will be self-directed, proactive, and ready to define and execute projects independently. Reporting to the Marketing Director, this individual will need to be passionate about lead generation, developing consistent content across all channels, and conducting research to help Cultivate improve its marketing strategy and presence.

### What You Will Do

In this role, you will develop Cultivate's reputation as the Gifting Experts while leading and executing various marketing initiatives in order to achieve team goals and the overall company mission. Other responsibilities will include the following:

- Develop and edit copy for clarity and consistency of brand voice to ensure that communications sync across all channels
- Perform regular channel and website visits, monitoring all ongoing maintenance and web development projects
- Perform market research, analysis, and testing using a variety of tools to gain insights and shape marketing strategy
- Create innovative marketing campaigns using robust data and present the recommendations to management
- Create, build, and analyze marketing reports and dashboards to measure campaign success in Hubspot
- Identify new methods to generate leads and move existing prospects through the sales cycle
- Take part in brainstorming sessions, offering analytical insights to develop and plan creative marketing campaigns that increase brand awareness
- Liaise with external partners to execute promotional events, initiatives, and campaigns
- Analyze lead gen data (i.e., customer acquisition and retention costs, conversion rates, channel demographics, etc.) to help shape future organic and paid media strategies
- Track and analyze paid and organic metrics, audit keywords, and update ad sequences on a weekly, monthly, and quarterly basis
- Assist in execution of marketing plans to reach target audience through identified channels
- Establish and maintain relationships with new and existing clients through lifecycle marketing, nurturing, and prospecting
- Manage and respond to inbound inquiries on all social media channels
- Obtain a thorough understanding of our services, internal standards, and differentiators to develop strategies aimed at increasing effective communications and brand awareness
- Document process procedures and process flow, recommending any changes to make the process more efficient
- Analyze qualitative and quantitative data, with a special focus on psychographics and buying trends to understand how marketing activity turns into revenue opportunities
- Lead brand recognition strategies to expand our online presence while aligning with brand guidelines and company goals
- Manages the development, scheduling, and analytical reporting of bi-weekly newsletters, monthly newsletters, email campaigns, and CRM records
- Assist the Marketing Director and Graphic Designer in updating and managing sales resources, client-facing documents, PowerPoint files, and digital templates
- Help develop content and publish weekly articles for the Cultivate blog
- Manage the development of all social media content, scheduling, and publishing across channels using a working content calendar
- Submit weekly marketing expense reports and record weekly, monthly, and quarterly spending

### Must Haves

- Bachelor's degree in marketing, communications, or a related field
- Experience with integrated marketing campaigns
- Ability to track, record, collaborate, and manage projects and campaigns with cross-functional teams
- Confident presenting to and working with Leadership
- Knowledge of HTML and Adobe Acrobat
- Expert understanding of various social media platforms
- Previous experience with Hubspot
- Working knowledge of the Macintosh computer operating system
- Thorough understanding of traditional and digital marketing, such as SEO, paid media, and market research methods
- Excellent analytical skills
- Innovative and creative thinker
- Ability to work independently to help develop and deliver a vision
- Excellent writing, communication, and proofreading skills
- Equipped with strong organizational and multi-tasking skills and the ability to meet deadlines
- Self-starter and self-motivated

### Compensation and Benefits

- Annual salary of \$48k - \$55k, depending upon experience.
- Benefits include:
  - 401k Plan with a 3% annual employer contribution
  - Insurance plans (health, vision, and dental)

- Employee Assistance Program
- Paid time off, including seasonal half-day Fridays
- 9 paid holidays per year
- Employee recognition programs
- Referral bonus opportunities

**Physical Demands**

- Events demand physical activity requiring the ability to lift up to 50 pounds.