

CME Outfitters Position Description

Title:	DIGITAL MARKETING SPECIALIST
Department:	Marketing
Interested Applicants	Please send a cover letter with salary requirements and resume to Jan Perez at jperez@cmeoutfitters.com
Date Posted	February 4, 2016

Purpose

The Digital Marketing Specialist is a key member of the CMEO marketing team which executes the marketing strategy to recruit the appropriate target audience for each activity, meeting the stated goals as outlined in the proposal. The Digital Marketing Specialist uses a variety of writing styles that are appropriate for each project to promote and market CMEO activities via HTML email copy, press releases, e-newsletter, website copy, marketing materials, and social media.

Essential Duties

Marketing Writing and Social Media Marketing

- Work as part of the marketing team to execute the marketing strategy for each activity to meet the stated audience recruitment goals.
- Create copy for HTML marketing, press releases, *Clinical Compass*, social media, CMEO websites, and proposals (not inclusive) using a variety of writing styles that are appropriate for each medium.
- Develop creative content that is clinically accurate, unique and supported by SEO keywords.
- Prepare HTML emails for distribution, assist with list extraction and execution of the email blast.
- Continually update, expand and execute the social media strategy.
- Ensure content on web and social media outlets is updated and aligned to marketing initiatives.
- Maintain brand- and company-appropriate social media presence.
- Collaborate with creative team and web design to create a coherent narrative between text and images.
- Prepare PPT slides to be used in pre-activity marketing.
- Research associations to create an association database that can be accessed to market appropriate activity.
- Research vendors, evaluate pricing, and make recommendations.

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- Monitor and report on competitive websites, activities, and marketing initiatives.
- Adhere to CMEO formats and style guide when naming documents, ppt files, references, etc.
- Work efficiently to deliver projects on time per identified timelines.
- Work collaboratively with the team to provide customer service.
- Serve as the Production Assistant for studio broadcasts when appropriate.

Project Collaboration

- Participate in kick-off call with Project Management Group to establish project timelines.
- Collaborate with other departments to meet timelines and project completion.
- Actively participate in company huddles.

Other General Duties, as Required

- Participate in company meetings.
- Contribute opinions and recommendations about company policies and procedures.
- Perform other related duties, as required.

Typical Physical Activities

- Communicates orally and electronically with co-workers, clients and vendors in face-to-face, one-on-one, e-mail, telephone or group settings.
- The employee regularly must be able to complete the following activities in the course of his/her job: "fingering, picking, pinching, typing," talking, and repetitive motions of the wrists, hands and/or fingers.
- The position requires "Sedentary Work" - Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Involves sitting most of the time.

Employment Standards

KNOWLEDGE OF:

- **Basic Office Software:** Knowledge of the basics of a variety of computer hardware and software applications including:
 - Microsoft Office Programs including Word, Excel, Outlook, and PowerPoint
- **Experience Preferred**
 - HTML email coding
 - List management
 - DreamWeaver
 - Filemaker

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- Fluency with major social media platforms and account management systems
- Knowledge of writing with SEO keywords
- **CME Industry:** Knowledge of the commercially supported CME industry.

ABILITY TO:

- **Information Assessment:** Ability to comprehend and synthesize clinical information to into clear marketing messages.
- **Quality Management:** Ability to produce high-quality materials under tight time frames.
- **Time Management:** Ability to manage one's time effectively and meet stated deadlines.
- **Interpersonal Flexibility:** Ability to work independently and as part of a team.
- **Multi-tasking:** Ability to work in a fast-paced environment with demonstrated ability to juggle multiple competing tasks and demands.
- **Communication Effectiveness:** Ability to communicate effectively in both written and oral formats with a variety of internal and external audiences.
- **Relationship Building and Management:** Ability to develop and maintain positive relationships by behaving and communicating in a manner that promotes good relationship with customers, clients (faculty), co-workers, and management.

Additional knowledge, skills and abilities may be required to perform additional tasks specific to work or special assignments.

Potential Impact Points – Performance Measurements

May include, but not exclusive:

- ☑ Social Media: Brand search volume, lead growth, inbound links, conversion rate
- ☑ Standardized process for copy review/approval
- ☑ Search engine optimization
- ☑ Projects completed on-time (on-budget)
- ☑ Fresh diverse approach to marketing copy/messages
- ☑ Ratings on Program Evaluation

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Desirable Education and Experience

Any combination of education and experience, which would likely produce the necessary knowledge and abilities, is qualifying. An example of acceptable qualifications would be:

- o Bachelors Degree

Supervisory Responsibilities

This position requires no direct supervision of individuals within the organization.

Work Environment

CME Outfitters is a remote organization. This requires dedicated adherence to working hours and work product without onsite oversight. Employees are required to have a dedicated office space, closed off with a door, to provide a quiet and uninterrupted environment to achieve deliverables.

The work environment involves everyday risks or discomforts which require normal safety precautions typical of such office environments. Observance of all safety rules and guidelines is imperative and expected at all times.

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