

## JOB TITLE:

Digital Marketing Analyst

## JOB FUNCTION:

The Digital Marketing position is responsible for maintaining all aspects of digital marketing and advertising at Ryson International. This position is critical to Ryson International because it shapes and maintains the image that Ryson presents to the marketplace.

## POSITION WITHIN THE ORGANIZATION:

The Digital Marketing position reports directly to the Marketing Manager of Ryson International. In addition, the Digital Marketing works as part of the marketing team that works closely with the Ryson Sales Department and Apollo Group's global marketing initiatives and norms.

## RESPONSABILITIES AND DUTIES:

### Social Media:

1. Create engaging content for Ryson Social Media Channels
2. Maintain and monitor Social Media Channels and Ryson Website
3. Coordinate with our Parent Company to propagate worldwide marketing efforts
4. Promote Trade Shows and other company news through social media
5. Work with valued customers to create cooperative social media stories
6. Help cross-promote noteworthy installations with our customers

### Website / SEO:

1. Work to continually improve and update Ryson's SEO
2. Monitor website and make updates
3. Maintain and update online profiles and listing pages that Ryson is listed on.
4. Monitor, document and curate lead generation campaigns.
5. Help calculate ROI with digital marketing

### Marketing:

1. Work with the Marketing Department to develop new messaging, and how to promote it
2. Help propagate new graphics and new product news.

3. Help ensure consistent narrative and tone with traditional marketing efforts.
4. Help sort through lead generation metrics, and work with sales to report/identify hot leads

## QUALIFICATIONS AND SKILLS:

This person should have:

- Organized, self-motivated and an active team player
- Proficiency with social media outlets
- Working with html and tracking metrics, like google analytics
- Knowledge of digital tracking and inserting UTM codes
- Understanding of B to B marketing and relationship building through LinkedIn and other outlets.
- Self starter and motivated to help grow and expand the Ryson And Apollo Brand on a worldwide stage.
- Opportunity to grow the responsibilities of the position, through knowledge and initiative

## WORKING CONDITIONS:

This is primarily an office job, however travel may be required in support of:

- Trade shows
- Industry group meetings

Normal office hours are 8:30 AM to 5:00 PM with ½ hour for lunch

Periodic weekend or evening work as required / May require some travel

Remote Hybrid working MAY be possible after learning curve has leveled out.