

Lawley

INSURANCE | EMPLOYEE BENEFITS

Technical Marketing Specialist

Position Focus:

- This position is responsible to support the organization with technical and creative concept contributions, while adhering to branding, marketing guidelines, and industry best practices
- Ensure collateral is accurate and supports strategic marketing and promotional plans
- Assist in creative executions for the agency and in ongoing development
- Develop direct marketing efforts including direct mail, email and social media
- Manage social media campaigns company wide. Oversee marketing automation, including completion actions, cookies, score, grade, rules, dynamic lists, forms, drip campaigns
- Create lead generation campaigns through landing page development
- Assist with creating and implementing new campaign ideas with optimal SEO, and building content campaigns addressing video marketing, digital and traditional print media needs
- Maintain and update records of marketing metrics and results of past campaigns; manage ROI tracking
- Assist with public relations, including press releases, written articles, and interview coordination
- Assist in updating print & digital templates as necessary
- Competitor research and tracking (SEO, customer acquisition, media buy strategy)
- Support all Lawley initiatives as requested, guided by company values, sales culture, business needs and scorecard

Successful candidates possess:

- Minimum of five years of experience in marketing or related field required
- Bachelor's degree in Marketing, Business or Communications preferred
- Demonstrated experience with web analytics tools and applications, marketing strategy, SEO/SEM campaigns, digital tools; as well as creating campaigns for target audience. Experience implementing and managing email marketing campaigns, preferably through Marketo or Pardot
- Proficiency in Microsoft Office Suite, Adobe Creative Cloud, social media platforms, and CMS and CRM system experience are highly preferred
- Creative and timely problem-solving skills; ability to multitask, prioritize, and manage time efficiently
- Excellent verbal and written communication skills, with great attention to detail
- Ability to work well independently and on a team
- Positive attitude, even in a fast-paced environment

What's in it for you? *The Lawley Advantage!*

- Fulfilling career securing your internal clients' well being
- Competitive salary, referral bonuses **AND** annual bonus eligibility
- Great Benefits (Medical, Dental, Vision, Wellness-- the works!)
- Educational and growth opportunities
- Generous PTO and 401K upon hire
- Comfortable, family oriented culture
- Office hours 8-4:30
- Lawley is not a call center environment
- Work hard, play hard!!!



Lawley provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.