



Job Description

Title:	Digital Marketing Analyst
Reports to:	Senior VP Sales & Marketing /alert Marketing
Department:	/alert Sales

/alert Marketing is an experienced company **specializing in non-personal communication** to healthcare professionals. Our **capabilities** focus on Digital Engagement, Email, Direct Mail and Research. What makes /alert different is that we leverage a **'branded' platform trusted for over 40 years** by healthcare professionals. Our brands consist of M.D./alert, MDalert.com, N.P. and P.A./alert, Pharm/alert and Pharm/alert Research.

General Description

The Digital Marketing Analyst will play a key role in identifying and leading specific initiatives to enhance and monitor the e-/alert product offerings. The Digital Marketing Analyst will apply best practices to all aspects of the email business including design, response, deliverability, email list development (including Customer segmentation) and analysis. This position will also be responsible for managing /alert's (JMI) pharmacy e-mail databases, detecting and analyzing deliverability issues of all digital deployments, recommending steps to improve the size, quality and segmentation of the email lists and assisting in all technical aspects in the day-to-day management of the /alert digital messaging platform. The successful candidate will have the ability to interact and collaborate effectively with the Sales Team, e-Project Management, circulation/fulfillment department, IT staff and external customers as deemed appropriate and requested by Sales.

Job Responsibilities

- Prepares requested e-mail campaign analysis studies, including key performance factors, wave performance, subject line evaluation, e-mail design/layout for /alert's revenue e-mail deployments.
- Prepares requested e-mail campaign analysis studies, including key performance factors, wave performance, subject line evaluation, e-mail design/layout for mdalert.com e-mail newsletter deployments.
- Provides key metrics (i.e., Open Rates, Click-Troughs, CTORs, Deliverability, Unsubscribes, etc.) specific to all Customer-executed e-/alert products, on a 12 month rolling basis. Further segmentation analysis may be required from time to time.

NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.



Job Description

- Provides critical input / advice on e-blast technical design and back-end metrics including echo email strategy (suppress opens and then re-blast) upon requested.
- Manage ongoing digital marketing campaign schedule of PowerPak and US Pharmacist paid CE offering e-mails
- Analyze key performance metrics, report as appropriate and suggest changes for future deployments of US Pharmacist and PowerPak paid CE offering e-mails.
- Manages the portfolio of company pharmacy e-mail databases and reports status to management monthly.
- Keeps self and /alert Management up to date on digital trends / mobile optimization / Social Media application if/where it makes sense through self-research and attendance at relevant Conferences (i.e., Digital Pharma East). Maintains /alert's "Best Practices" documentation.
- Works with /alert's Digital Marketing Manager and Management to identify successful campaign case studies positioning /alert as 'the expert' in offering targeted and demographic campaigns, backed up with relevant data.
- Other duties as assigned

Qualifications

- Bachelor's degree or equivalent required.
- Minimum 3 to 5 years' experience in a digital role with experience in Digital production offerings, and interactive services.
- Strong knowledge of current digital marketing landscape, as well as future trends, with the ability to interpret and apply new trends to support client
- In-depth knowledge of digital Marketing into healthcare organizations, including lead generation techniques leveraging CRM Systems (i.e., Salesforce.com).
- Strong understanding of e-mail and related internet technologies including Website / microsite creation and maintenance.
- Ability to work collaboratively with cross-functional members of a Sales and Marketing organization, including Project Management and the Account Management Team providing input / guidance for specific e-product proposals from program conceptualization to execution and measurement.
- Strong Project Management skills.
- Strong written and verbal communication skills.

NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.



Job Description

- High energy, proactive and accountable with solid work ethic and a commitment to quality
- Proven track record of consistently meeting and/or exceeding expectations
- Demonstrated initiative, creativity and strategic relationship building (interpersonal / networking skills)
- Demonstrated ability to thrive in 'virtual', dynamic and fast-paced environment.
- Self-directed and confident with ability to multi-task.
- Strong time management, organization and administrative skills.
- Expert knowledge of 'best practices' for email creation, delivery, list building and list management.
- Working knowledge of email authentication and other technological factors affecting email delivery.
- Computer Skills: Must be proficient in all aspects of MS Office.
- CRM/Salesforce.com knowledge preferred.

Travel

- Must be able to travel to Customer Meetings, Conventions / Exhibits, Business Review meetings, Sales Meetings and other meetings as required.

NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.