



# Job Description

<b>Title:</b>	Digital Marketing Manager
<b>Reports to:</b>	Senior VP Sales & Marketing /alert Marketing
<b>Department:</b>	/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 Manager will play a key role in identifying and leading specific initiatives to enhance and monitor /alert's client marketing initiatives. The Digital Marketing Manager will apply best practices to all aspects of client marketing e-mail projects including deployment, response, deliverability, email list development (including Customer segmentation) and analysis. The successful candidate will have the ability to interact and collaborate effectively with the e-Project Management, circulation/fulfillment department, IT staff and management as necessary.

## Job Responsibilities

- Helps to create/customize 'Direct-to-Customer' awareness campaigns (blanket blasts and targeted blasts), more specifically: Provides critical input / advice on 'Direct-to-Customer' e-blast technical design and back-end metrics including echo email strategy (suppress opens and then re-blast) – ensure 'open and click-through' metrics are provided to each Account Manager right after and follow-up (capture feedback for Management) on the DMMs' follow-up. (Note: These are internal promotional blasts only – not Client product ads or notifications).
- Provides key metrics (i.e., Click-Troughs, Responses, Deliverability, Unsubscribes, etc.) for Management specific to all "Direct-to-Customer" initiatives.
- Manages the Salesforce.com (CRM) relationship and reporting, including but not limited to the segmentation of 'Customer Lists' (i.e., Brand Management, Agency Contacts and other decision makers / influencers) and proactively explores and recommends how to

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better leverage the SFDC tool to optimize /alert's 'lead generation' efforts. Introductory SFDC training to new Account Managers also required.

- Works with the /alert Digital Marketing Analyst and management to capture significant results of revenue generating digital campaigns for use in promotional campaigns to drive additional revenue.
- Ensures the optimization of /alert's Website, including but not limited to improvements (aesthetic and functional), traffic measurement and lead generation optimization.
- Creates, categorizes and manages the e-library of all e-alert projects (including relevant metric reports) for the Sales Teams' use in Presentations / Proposals throughout the year.
- Manages internal Account Assignment / Designation worksheet (and matches with SFDC) and updates monthly for Management.
- 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.
- High energy, proactive and accountable with solid work ethic and a commitment to quality
- Proven track record of consistently meeting and/or exceeding expectations

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- 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 attend Sales Meetings and other meetings as required.

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