

## Digital Marketing Coordinator

### Job Purpose

Cirtronics is seeking an experienced team member who will expand the capacity and capability of the marketing team, allowing us to increase visibility of our company and culture and attract new customers and employees. If you'd like to work in a fun, entrepreneurial and collaborative environment, and are passionate, driven, and looking to expand your skills and take the next step in your career, this position is for you.

### Job Description

Working closely with marketing director and marketing team to define and execute marketing projects and support the sales team; specific job responsibilities include:

- > High level understanding of digital marketing including search engine optimization, pay-per-click advertising, email marketing and nurturing
- > Deploy and monitor email marketing campaigns
- > Assist content ideas, writing and editing content
- > Analyze, develop and distribute social media and website performance data analytics
- > Collaborate to launch a new website RFP and update current site using CMS system
- > Work with cross-functional teams to define and execute marketing objectives
- > Manage trade show logistics
- > Maintain calendar for networking events, trade shows and local sponsorships

### Requirements

- > Bachelor's Degree in Marketing or equivalent experience
- > Excellent written and verbal communication skills
- > Proficient in Microsoft Office
- > Organized, with an ability to prioritize time-sensitive assignments
- > Creative and flexible
- > Highly motivated, a self-starter who works well independently and collaboratively
- > Has a desire to grow and learn new tools

### Preferences

- > 3+ years' experience working in marketing
- > 3+ years' experience in a digital marketing role
- > Experience with WordPress CMS

### Electrostatic Discharge (ESD) Requirements

Employees who handle PCBs or any sensitive components are required to wear ESD protection at all times. The ESD devices must be tested before use.

\*Please Note: Critical functions of this job are defined above. However, they are subject to change at any time due to reasonable accommodation or other reasons.

Cirtronics Corporation is an ITAR registered corporation. Candidates must be able to demonstrate upon hire that they are either US Citizens or lawful Permanent Residents of the US.

*"A contract manufacturing solutions company guided by the principle that who we are is as important as what we do."*



**CIRTRONICS**  
An Employee Owned Corporation