

JOB DESCRIPTION

Marketing Support Specialist

The Marketing Support Specialist (MSS) is responsible for providing working knowledge of the digital marketing and provide engagement support for all online activities including but not limited to all websites and social media. Additionally, will coordinate and implement on target marketing initiatives through online surveys, direct mail, review programs, etc. The MSS position reports to the Vice President of Marketing.

Responsibilities:

Web Content Management/Maintenance:

- Utilize content management systems to maintain websites; customize and enhance content with HTML as needed.
- Make regular updates on Cable websites, Cablelynx.com and MOM.
- Responsible for website posting of marketing ads and pricing updates.
- Maintain and troubleshoot issues with company websites.
- Communicate effectively and work collaboratively with the Client Strategist at Flypaper.

Acquisition:

- Have a working knowledge of search engine optimization and contribute to SEO initiatives and meta-descriptions where applicable.
- Have a working knowledge of search engine marketing (SEM)
- Frequently update Facebook post for marketing purposes.
- Create and improve web content strategies to increase customer acquisition, engagement, retention, and growth based.

Targeted Efforts

- Customer reviews
- Campaign renewals
- Welcome and upgrade notices
- In-browser messaging
- Youtube page
- Social media presence

Qualifications

- Knowledge of web communications or related digital marketing, adobe software tools
- Understand web design that supports all browsers, email clients and screen sizes.
- Excellent communication skills, with ability to effectively interact and collaborate with the Communications and IT Departments
- Team player with a positive attitude, able to set priorities and handle multiple projects while meeting established deadlines
- Displays a respectful and teachable spirit by actively listening, asking questions, learning, and responding appropriately
- Thrives in a culture of accountability, high-performance and measurable results

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