**Custom Electronic Design and Installation Association (CEDIA)**

# Job Description

## Job Title: Digital Marketing Specialist

**Department: Marketing**

**Reports to: Brand and Communications Manager-EMEA**

### WHY JOIN CEDIA

CEDIA is a global industry organization that exists to serve people who work in and around home technology. We provide our more than 3,500 members from across the globe with education, professional standards and certification. Headquartered in Fishers, Indiana, USA, the non-profit organization advances the industry by elevating its integrator professionals and the work they do, positioning them as subject-matter experts who deliver technology solutions that enhance quality of life.

**SUMMARY**

This role will see you join a dynamic marketing team in a new venture into data-led digital marketing, where you will create, monitor, evaluate, and optimize digital marketing campaigns to support efforts across the organization. Creating and nurturing leads by communicating to them in a timely and targeted fashion is at the core of this role, in an exciting and high-growth B2B industry.

### WHAT YOU’LL BE ACCOUNTABLE FOR:

This role will involve using a wide mix of marketing tools and tactics to provide promotional campaigns to both new and existing customers about CEDIA itself, and our various products, services, and value propositions.

Working with the Marketing Director, you will develop and execute campaigns and tactics to promote a range of products and services across a portfolio of digital marketing tools including SEO, PPC (AdWords and Display Network), email marketing, and social media advertising.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *Other duties may be assigned*.

* Design, build and execution of email journeys for CEDIA’s core audiences and products.
* Collaboration to create marketing campaigns to reach new prospective audiences with CEDIA’s core value proposition.
* Manage, report, and optimize a suite of digital marketing tools to ensure greatest success.
* Bring ideas and approaches for new success.
* Integrate campaigns with the wider marketing team activities.
* Working with the wider organisation to understand product details and USPs, and ensure accurate and effective campaigns.
* Support CEDIA’s various brand partnerships to maximise collaborative and affiliate marketing, and uphold CEDIA’s obligations.

**REQUIRED SKILLS**

* A passion for data-led, optimized digital marketing
* Experience in a range of common tools (Google Ads, social media advertising, CMS, CRM, Google Analytics)
* Excellent communication skills to interpret and communicate campaigns to colleagues.
* Good presentation skills and the confidence to explain and sell ideas to directors and colleagues
* Time management skills and the ability to multi-task
* Accuracy and attention to detail
* Teamwork and the ability to collaborate on activities

**EDUCATION AND/OR EXPERIENCE**

* Bachelor’s degree in related field
* 3-5 years of relevant experience
* Experience creating and delivering digital marketing campaigns
* Experience testing and optimizing campaigns for different audiences
* Experience targeting customers through demographic and behavioural data

**\*This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice**.

*CEDIA is proud to be an* ***Equal Employment Opportunity*** *and* ***Affirmative Action*** *employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.*