**JOB DESCRIPTION**

**TITLE: Integrated Marketing Specialist- Email, Brand, B2B Sales**

Reports To: Director of Sales and Marketing

**ABOUT THE ADVIS GROUP**

**The Advis Group is united in growing a nationally recognized healthcare consultant organization** known for its forward-thinking solutions. Advis fosters a dynamic, diverse and caring workplace. We seek people looking to pursue exceptional work in an intellectually challenging environment. When recruiting experienced professionals in both consulting (legal, clinical, financial) and support areas, Advis looks for people with integrity, drive, a passion for excellence, a belief in the power of team, and strong leadership potential. The Advis Group offers an exceptional work environment and competitive pay and benefits. We currently seek an innovative and outcome-oriented Integrated Marketing Specialist.

**JOB SUMMARY AND SCOPE OF RESPONSIBILITIES**

This integrated marketing specialist is ultimately responsible for day-to-day sales/marketing efforts to secure new lead generation through targeted email marketing and the creation and execution of branded outreach programs. Our new specialist will play a key role in the execution of strategic go-to-market integrated campaigns and customized programs. He/she will manage various levels of internal as well as client relationships. The Advis Group seeks an individual who has a passion for driving new consumer acquisition and developing life-cycle marketing programs with the ability to take ownership of a channel strategy.

Specific Duties include, but are not limited to:

* Overseeing the day-to-day management of the email marketing program, including the creative development of the marketing calendar, its content, production deployment, optimization, reporting, and analysis;
* Brand management of B2B foundation, including brand guidelines, standards, positioning, and narrative;
* Power-user of Salesforce and Pardot;
* Customer analytics and CRM experience strongly preferred;
* Optimize existing campaigns with ongoing multivariate tests of customer segmentation, subject lines, time of send, content, landing pages and channel, making them highly relevant and effective;
* Create and share out-marketing performance updates and recaps to cross functional partners;
* Help guide email segmentation, targeting, and lead nurture strategies;
* Oversee email acquisition strategy;
* Monitor email deliverability and maintain data hygiene;
* Manage and support clients with RFP response process;
* Create and manage content matrix/calendars;
* Secure speaking engagements for consultants and Advis brand promotional opportunities; and
* Provide support for industry related conferences, trade shows and events.

**POSITION REQUIREMENTS**

* Bachelor’s degree in Marketing, Communications, Business, or related field;
* 3-7 years of experience in email marketing, CRM, B2B Sales. (Experience in Healthcare a huge plus);
* Prior consulting and / or service firm experience preferred;
* Experience in Salesforce and Pardot required;
* Knowledge of email HTML; experience building responsive email templates;
* Strong ability to identify, prioritize, and execute marketing objectives to grow market share and drive revenue;
* Success in managing and delivering virtual and/or live events and conducting compelling presentations—both internally and externally;
* Responsible for brand education and relationship-building within marketing;
* Strong Independent project management skills; and
* Excellent verbal and written communication skills.

Job Type: Full-time

Experience:

* Email Marketing: 3 years (Required)
* B2B Sales: 3 years (Required)
* CRM (Salesforce): 3 years (Required)
* Healthcare: 3 years (Preferred)