



DIGITAL MARKETING MANAGER

JOB DESCRIPTION

SentryHealth is hiring an experienced Digital Marketing Manager to join our marketing team. Reporting to the Director of Marketing, the Digital Marketing Manager will be responsible for leading digital strategies to advance brand awareness and lead generation efforts.

RESPONSIBILITIES

- Plan and execute SEO/SEM, email, social media, and advertising campaigns
- Measure and report performance of campaigns
- Monitor performance and trends, using insights to optimize performance and budget
- Work with third party partner to manage the design, UX, traffic and content on website
- Recommend new, creative growth strategies and technologies, complete with implementation and testing plans
- Collaborate with internal teams to enhance user experience
- Evaluate customer experience across multiple channels and customer touch points
- Collaborate with agencies and other vendor partners

REQUIRED QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, or Business Administration preferred
- Minimum of 5 years' experience in B2B digital marketing preferred
- Experience with marketing automation platforms
- Working knowledge of digital advertising tools
- Knowledge of HTML and CSS, and experience with website management tools
- Experience with social media strategies, including paid advertising campaigns
- Experience with Adobe Creative Suite preferred
- Creative thinker with a strong understanding of campaign strategies and marketing principles
- Demonstrated history of leading digital marketing strategies
- Exceptional communication and presentation skills with the ability to express concepts clearly and concisely
- Proficient writing skills
- Excellent organizational skills to manage multiple projects at once
- Exceptional analytical and problem-solving skills
- Drive to succeed and take initiative
- Accountability for quality and performance results
- Ability to work in a fast-paced, high pressure environment
- Capacity to foster a healthy, stimulating work environment that frequently harnesses teamwork
- The ability to travel on occasion

Sentry Health is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet, as this is a business office environment.