



## Online/Digital Marketing Specialist at Neolane

**Location:** Greater Boston Area

**URL:** <http://www.neolane.com>

**Type:** Full-time  
**Experience:** Associate  
**Functions:** Marketing, Information Technology, Project Management  
**Industries:** Computer Software  
**Posted:** October 9, 2009

**LinkedIn Exclusive** — this job is available only on LinkedIn

### Job Description

Neolane, the leading provider of enterprise marketing software, is growing their team and has an exciting opportunity for an Online/Digital Marketing Specialist in its Newton, MA headquarters.

The Online/Digital Marketing Specialist will be responsible for initiating and managing the technical aspects of online/digital marketing strategies and programs that drive leads and generate awareness for Neolane. This position will be responsible for online/digital marketing, web site updates, and search marketing including social media.

Responsibilities include:

Online/digital marketing:

- Support our marketing team by developing and deploying a variety of Internet marketing vehicles such as e-mail broadcasts, newsletters, and surveys through the Neolane marketing platform
- Manage email marketing programs including the setup and scheduling of email campaigns for lead generation and nurturing
- Integrate content and graphic elements created for print campaigns to email campaigns (and vice versa) for fluid and consistent message and branding
- Manage development and deployment of Internet static and rich media graphical advertising
- Format external lead lists into standard format and Import into the SFA system

Web site updates:

- Update the Neolane website and underlying content management and SFA system to support marketing goals and objectives. Make recommendations for improvements based on knowledge of best practices and emerging technologies
- Ensure that all web site components are in line with overall web site goals, brand and strategy
- Identify opportunities for fresh content to ensure a dynamic and up-to-date web site
- Review and evaluate integrity of the website by conducting website audits and ongoing content clean-up
- Review, evaluate and report visitor and site metrics to propose updates to site, including content, creative, messaging, features and functionality

Search marketing and social media:

- Work directly with our Search marketing firm to support paid and organic search marketing efforts including creation and management of assets and updates to the corporate website
- Identify and recommend process and tool improvements, and new technologies in marketing to increase awareness and drive traffic and leads for Neolane
- Proactively identify, study, and propose new opportunities to leverage interactive/online/social tools to support Neolane's objectives

### Skills

- Technically-oriented person that has supported a marketing team in the past
- 2-4 years experience with marketing campaign management software and sales force automation tools
- Proficient in HTML; knowledge of Javascript
- Experience updating a website and using content management tools
- Knowledge of Photoshop and other digital asset/editing tools
- Proficiency and experience in managing and negotiating with third-party vendors
- Ability to plan, organize, monitor, and execute multiple projects simultaneously and meet deadlines
- Natural interest in new/emerging technologies – passionate about the internet
- Highly motivated self-starter, self-learner, and team oriented
- BA/BS or equivalent experience is required

### Company Description

Neolane provides the only enterprise marketing software specifically designed to manage, automate and optimize programs across traditional and emerging channels including direct mail, email and mobile. With Neolane's cross-channel marketing and lead management solutions, marketers can manage campaigns, resources, customer data and analytics from a single platform to dramatically

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improve effectiveness and ROI. Built by marketers for marketers, Neolane is used by more than 180 of the world's leading companies including Accor Hotels, Alcatel-Lucent, Orange, and Sephora. Visit [www.neolane.com](http://www.neolane.com).

### Additional Information

- Local candidates only, no relocation (Greater Boston Area).
- No third party applications.

Job ID: 761715

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