

**Job Title:** Sr. Digital Marketing Specialist      **FLSA Class:** Non-Exempt  
**Reports to:** Director of Marketing  
**Created:** October 12, 2020

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### **Job Summary**

The Sr. Digital Marketing Specialist will report to the Director of Marketing and be involved with all aspects of digital marketing for Bernina of America, including bernina.com, bernette.com, ecommerce, SEO, digital media, email, social media, and provide support for our traditional and direct mail programs.

### **Essential Responsibilities:**

- Daily immersion in ecommerce and digital programs and will participate in strategic development, optimization, execution, and reporting
- Manage multiple tasks across multiple digital disciplines for monthly programs and promotions
- Help increase ecommerce sales, increase web traffic, and drive to lower funnel actions without increasing bounce
- Supporting retailers by driving dealer locator searches and foot traffic
- Email segmentation and journey development while keeping and improving benchmark results
- Manage day-to-day ecommerce
- Manage multiple tasks across multiple digital disciplines for monthly programs and promotions
- Handle day-to-day management of digital media, ecommerce, email, and promotions
- Work with and manage relationships with agencies and developers
- Optimize the customer experience through bernina.com for acquisition and retention
- Manage ROI and cost efficient programs and promotions within budget allocations through insightful, actionable consumer and retailer market insights
- Create monthly reporting across all digital platforms and promotions
- Manage SEO, Paid Search, Display, and other digital media programs
- Provide support to Marketing Managers on day-to-day programs with agencies
- Work with Social Media Manager to support Social Media Editorial Calendar and analytics across Google and other platforms
- Support and contribute to program and promotion strategy
- Support yearly planning and product launches
- Contribute to quarterly/yearly social media, digital media, and promotional program planning sessions/meetings
- Research and monitor competitor promotions and advertising with top line monthly reporting

### **Required Knowledge, Skills, and Abilities:**

- Bachelor's degree in Marketing, Communications, or relevant field
- Must have 3+ years experience in Google Analytics, certification preferred

- Must be able to demonstrate proficiency in creating campaign reporting with executive summary and recommendations
- CRM and database experience, while comfortable discussing needs and programs
- Highly skilled in web trafficking and monitoring tools in addition to Google
- Must have acquisition and retention experience
- Strong understanding of social media platforms, including their differences and benefits
- Must have experience with Adobe Suite; Photoshop, Light Room, and Adobe Premiere
- Must have acquisition and retention experience
- Optimization of digital marketing campaigns and email as well as email journey and segmentation
- HTML and CSS experience and execution
- Video editing and creation a plus
- Sewing and Quilting experience a plus
- Excellent verbal and written communication skills
- Must be detail oriented with strong organizational skills
- Strong focus with ability to multi-task
- Advanced computer skills
- Positive attitude, self-starter, that works well in a team environment