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Job Description

Job Title: Digital Marketing Specialist
Reports to: Director of Marketing
Created: August 28, 2020

FLSA Class: Non-Exempt
Manager: Michaelynn Rose

Job Summary

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

Essential Responsibilities:

- Daily immersion in digital programs and participate in strategic development, optimization, execution, and reporting
- Manage multiple tasks across multiple digital disciplines for monthly programs and promotions
- Help increase ecommerce sales and reporting while supporting retailers by driving dealer locator searches and foot traffic
- Email segmentation and journey development while keeping and improving benchmark results
- 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
- Provide support to Marketing Manager on day-to-day programs
- Provide support to Digital Marketing Manager for digital media, ecommerce, and promotions
- Work with Social Media Manager to support Social Media Editorial Calendar
- Support and contribute to program and promotion strategy
- Support planning and product launches
- Support social media
- 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
- Sewing and Quilting experience preferred
- Must have experience in Google analytics and able to demonstrate proficiency in creating campaign reporting with executive summary and recommendations
- Strong understanding of social media platforms, Photoshop, Light Room, and Adobe Premiere
- Must have acquisition and retention experience
- Optimization digital marketing campaigns and email as well as email journey and segmentation
- Video editing and creation 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