MARKETING COORDINATOR

eLogic Learning, an industry leader in Learning Management Systems (LMS), eLearning content development and overall training strategies, is seeking assistance in marketing and website efforts within a dynamic, innovative and proven organization. Reporting to the VP of Sales, the Marketing Coordinator will assist in developing monthly and annual marketing plans to generate interest in eLogic’s eSSential LMS. Candidate must possess experience in driving the marketing efforts of a company and have a demonstrated understanding of digital marketing techniques for lead generation and nurturing.

Responsibilities:

• Responsible for executing the company’s digital and traditional marketing campaigns
• Develop marketing and sales support materials, including press releases, case studies, datasheets, presentations, etc.
• Manage website and continuously update content, act as liaison to website host for any technical issues
• Oversee design and brand consistency of all marketing materials across channels
• Press releases – write and distribute press releases announcing awards won, new clients, feature enhancements, etc.
• Social media – manage company’s social media presence, provide direction and social media process for eLogic team, and promote eLogic’s blog, press releases, case studies, company events, etc.
• Blog management – develop and maintain blog content calendar, conduct keyword research, write and edit posts
• Email marketing – develop and execute email marketing campaigns for lead generation and nurturing, design landing pages for campaigns
• Coordinate tradeshow marketing materials and activities
• Manage PPC/Remarketing campaigns using Google AdWords
• Leverage new trends such as marketing automation to improve marketing processes and results
• Analyze campaign results using Google Analytics and other reporting software, provide recommendations for future strategy
• Stay informed of trends and best practices in digital marketing and make suggestions for incorporating them into eLogic marketing strategy
• Represent eLogic Learning to the highest level of ethics and values at all times

Required Experience:

• B.A/B.S. required
• At least 3 years experience in a marketing role
• A thorough understanding and experience in WordPress, eLogic’s website content management system
• Proven experience in managing a corporate website and SEO, including optimization of meta data, keyword analysis, link building, and competitive analysis

• Proven success with elevating natural search engine results placement

• Experience with email/marketing automation software (Act-On, Marketo, etc.)

• Experience analyzing website performance in Google Analytics

• Understanding of social media marketing and software

• Knowledge of UI/UX best practices

• Ability to manage multiple priorities and tasks

• Excellent written, verbal, and interpersonal skills

• Energetic and motivated, self-starter, solution driven and trusted team player

Preferred:

• Experience with Adobe Creative Suite

• Basic knowledge of HTML/CSS

• Google AdWords and/or Analytics certification

• LMS industry background

• Tampa based

If you have this experience and are talented, confident, self-motivated and professional, please contact eLogic. Competitive salary and benefits are offered with this position.

Qualified applicants should submit their resumes to HR@elogiclearning.com.