

DIGITAL MARKETING SPECIALIST

Overview

Skynet Healthcare Technologies has an exciting opportunity for a **Digital Marketing Specialist** to join our Marketing Team in Palm Harbor, Florida. The successful candidate will be responsible for the implementation of our brand strategy across multiple digital platforms and mediums. Website development and lead generation are key objectives for this role. A strong work ethic and artistic skills to serve the overall branding strategy will be important aspects to your success. Are you ready to be inspired by our high-tech approach to the senior living industry?

Skynet Healthcare Technologies was founded in 2013 with the mission to bring the best life-safety technology to the senior living industry. An evaluation of existing life safety features revealed the need for a more robust offering that could integrate the key functions of emergency call, wander management, and other life safety systems, into an all-inclusive, easy to deploy, and easy to use platform. We built that system combining emergency call with real time location system (RTLS) and community system integrations, and currently have our unique technology being used throughout the US and Canada.

For more information visit www.skynethealthcare.com

Responsibilities

- Implementation of the brand strategy to meet marketing goals.
- Website development, content management and SEO maintenance.
- Manage Social Media presence, including YouTube, Instagram, Snapchat, Facebook, LinkedIn and Twitter
- Design and implement digital marketing efforts, including email campaigns, banner ads and AdWords, to generate leads in support of Sales goals.
- Develop and maintain online forms, partnership links and promotional links.
- Maintain video production schedule and edit content for use on website and SM.
- Generate reports for all website and digital marketing efforts for monthly analysis.
- Ability to implement systems, process, and disciplines for effective management of workload.
- High level of written and verbal communications skills.
- Passion for furthering career and learning greater marketing skills and technique, including management and leadership skills.

Technical Skills Required

- Advanced: Adobe Illustrator, InDesign, Photoshop, SQL, WordPress, Squarespace

- Intermediate: Google Analytics, Mailchimp, HubSpot or Eclincher, Camtasia, Final Cut Pro or another video production software
- Working knowledge: MS Office, including Word, Excel, PowerPoint and Outlook

Non-Technical Requirements

- 3+ years of professional marketing experience with website development, video production, graphic design and social media marketing.
- Bachelor's degree in digital marketing, social media or website development preferred, general marketing okay.
- Very high work ethic with ability to work a 40+ work week in office.
- High creative ability and passion for visual and written content excellence.

Skynet is a family-oriented team environment with attention to core values we demonstrate daily. We make it fun to passionately pursue our vision of "technology in service to humanity" and it's important to us that we keep our employees healthy and happy in the process.

Benefits: Life, health, vision, dental, paid fitness club memberships, generous paid time off plans, team building, open collaborative environment, company events, and much more

Salary Range: Competitive DOE