



95 Percent Group Inc.
475 Half Day Road, Suite 350
Lincolnshire, IL 60069

Telephone: 847-499-8200
Private Fax: 847-793-0052
www.95percentgroup.com

95 Percent Group, Inc. Digital Marketing Specialist

Date: March 2020

Title: Digital Marketing Specialist

Reports to: Marketing Manager

Compensation: Competitive

Full/Part –time: Full-time – in Lincolnshire office

Hourly or Salaried: Salaried

Exempt or Non-Exempt: Exempt

About the Company

95 Percent Group was founded in December 2004 by Susan L. Hall, EdD, to help districts and schools improve reading outcomes for students. The focus of the company's work is on providing professional development and materials to assist schools in implementing new assessment and instructional practices to help clients identify and address K-8 struggling readers. The company is experiencing rapid growth and is expanding the staff at its in suburban Chicago corporate office. For more information about the Company, please visit www.95percentgroup.com.

Role:

The Digital Marketing Specialist supports the Company's Sales and Marketing departments in their efforts to generate leads and increase sales. The key responsibility of the role is to lead website, digital marketing and social media marketing efforts for the company. The Digital Marketing Specialist will ensure the effective use and management of our marketing automation tools (HubSpot, iContact, and ClearSlide), develop and measure effectiveness of social media and digital content, conduct marketing event follow-up, and provide support to other areas of the company that are also engaged in marketing messaging to the company's clients. This role requires a high level attention to detail, technical aptitude, and project management ability.

Job Description:

Digital Marketing

- Working with content experts, coordinate the creation of engaging marketing materials and push them to the market via multiple platforms (website, social media, email).
- Maintaining the company website. Responsibilities include creating new pages, editing existing pages as our offering evolves, adding upcoming events, adding and updating videos and images, and removing outdated information
- Collaborate with marketing, sales and consulting teams to identify marketing campaign opportunities, and design targeted digital campaigns to meet identified marketing goals.
- Create and maintain a detailed content marketing calendar



- Support and manage the company's inbound marketing process campaign using an automation tool (HubSpot) integrated with our website
- Build and maintain campaign workflows that automatically release emails based on lead pipeline
- Create website pages, web-to-lead forms, call-to-action buttons, etc.
- Generate analytics to report website traffic, website activity, downloads, and web-to-lead forms using HubSpot Analytics and Google Analytics
- Monitor and manage campaign audiences to increase contacts/leads in Salesforce
- Monitor and maintain customer databases, support database integration and troubleshooting, and be the champion of our various customer databases
- Generate reports to analyze the effectiveness of the inbound marketing against goal of supplying sales representatives with marketing qualified leads
- Responsible for maintaining the content on the company ecommerce webstore, including adding and updating the product catalog, create discount codes, create gift certificates, and manage event registration pages on the webstore)

Event Marketing

- Assist in planning and execution of company marketing events such as public workshops, conferences, exhibit booths at reading conferences, and VIP Events
- Lead the promotion of company events by creating website landing pages, email templates, scheduling email campaigns and editing these based on event updates
- Create workshop workflows for follow-up emails in HubSpot
- Create workshop and conference landing pages in HubSpot as well as Sitefinity
- Maintain customer data by importing leads from conferences or workshops to Salesforce or HubSpot
- From time to time provide on-site support at booths and other events to help set up and take down displays, and to gain new insight for future events

Education and Experience

- Bachelor's degree in marketing, advertising, communications, or related field
- 3+ years of relevant digital marketing experience
- Must have proficiency with marketing automation software platforms (preferably HubSpot), customer relationship management (CRM) systems (preferably Salesforce), and other software (iContact, ClearSlide, Sitefinity)
- Must have solid proficiency with MS Office software - particularly Excel and PowerPoint; proficiency with design software such as Adobe Creative Suite a plus



95 Percent Group Inc.
475 Half Day Road, Suite 350
Lincolnshire, IL 60069

Telephone: 847-499-8200
Private Fax: 847-793-0052
www.95percentgroup.com

Successful candidate will possess the following skills/characteristics

- Highly analytical yet creative, able to evaluate information and define challenges or objectives, formulate logical and objective conclusions, and develop solutions
- Strong website design, web navigation, and email management skills
- Ability to work in a fast-paced environment and focus on department priorities when multiple deadlines are involved
- Demonstrated project management skills
- Strong written, verbal, proofreading, and interpersonal skills
- Ability to work independently, and also work with a team to achieve shared goals
- Interest in literacy and improving student reading achievement

Please submit cover letter and resume to recruit@95percentgroup.com

95 Percent Group, Inc. is an equal opportunity employer and will consider all applications without regards to race, sex, age, color, religion, national origin, veteran status disability, sexual orientation, gender identity, genetic information or any characteristic protected by law.