



The Tools You Need to Win at Retail™

## Marketing Specialist

### Overview

At Accelerated Analytics, we've been collecting, analyzing and reporting on POS and EDI 852 data for some of the biggest brands in DIY, Home & Hardware, not to mention Beauty, Consumer Products, and Fashion, since 2003. Our team includes talented project managers, engineers, and business analysts with a passion for retail and a knack for numbers. And our dynamic sales, creative and administrative staff keep us inspired and our business moving forward. Learn more by visiting [www.AcceleratedAnalytics.com](http://www.AcceleratedAnalytics.com).

### Location

This is a part-time position (20-25 hours) that can be in our Bradenton, FL, office and/or in a home office/remote.

### Job Description

Seeking a high-energy, self-motivated individual with exemplary communication and analytical skills. The Marketing Specialist has the responsibility of assisting the Director of Sales and Marketing with strategy, design, implementation and execution of sales and marketing campaigns and supporting activities to drive demand and lead generation. This candidate will have a solid understanding of performance marketing, conversion, online customer acquisition, web site analytics and value proposition communication. The Marketing Specialist will be responsible to assist with managing all social media activities such as link building and keyword strategy to increase rankings on all major search networks to maximize ROI. The ideal candidate will also have retail and SaaS experience. The Marketing Specialist will work along with our Marketing Communications Manager, who will manage the creative development of corresponding collateral, materials and content.

### Responsibilities & Duties

- Devise marketing and sales campaigns to generate demand and leads across multiple retail channels (i.e. DIY/Home/Hardware, Beauty, General Merchandise & Apparel, CPG)
- Track marketing campaigns and determine success metrics and KPIs
- Maintain value proposition via literature, webinars, white papers and other materials for product promotion and sales activities
- Manage and attend trade shows and events as needed
- Track and evaluate industry trends, market share and competitor analysis
- Social media strategy and evaluate ROI on ads
- Track, report and analyze website analytics and campaigns
- Perform ongoing keyword discovery, expansion and optimization
- Research and analyze competitor advertising links
- Recommend changes to website, marketing materials and communication to improve SEO positions for target key words, and to optimize copy and landing pages for search engine marketing

### Requirements

- Degree in Marketing or equivalent working experience
- Good knowledge of digital marketing tactics and best practices
- Outstanding communicator and creative/innovative thinker
- Proficient in marketing automation and analytics features
- Good time-management skills

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The Tools You Need **to Win at Retail™**

- Team player
- Self-motivated and self-directed
- Very high attention to detail
- Valid US driver's license
- Valid US Passport - or ability to obtain a passport after starting employment

### **What We Offer**

- Competitive salary
- Retirement plan with company matching
- Company paid life insurance

To apply, please complete our initial hiring assessment and upload your resume by clicking the link below.

<http://www.ondemandassessment.com/verify/apply/yDqADDR/hbCPPbPh>