**Digital Marketing Specialist**

Claim Academy is a premier, Saint Louis based developer boot camp, approved to operate by the Missouri Department of Higher Education and Workforce Development. Our boot camp offers immersive on-campus and online programs in *Software Engineering* and *Cybersecurity*. *(Rated as****"One of the Best Coding Bootcamps in 2018, 2019, 2020, 2021 & 2022"****by [SwitchUp).](https://www.switchup.org/bootcamps/claim-academy" \t "_blank)*

Our mission is simple. To change lives in 12-14 weeks with tracks in Java, C#/.Net JavaScript, and Cybersecurity. OUR PROMISE? To transform novices into industry-ready, software developers through the rigorous coursework of pair programming, mentor sessions, and computer science industry programming techniques taught in-person by *expert* instructors.

We are now seeking an experienced **Digital Marketing Specialist** whose primary goal will be responsibility for all aspects of marketing, including execution of programs and campaigns. You will also generate quality leads and increase student enrollment, deepen our relationships with Veterans service partners and expand our network of hiring employers. The ideal candidate is a marketing generalist with strong writing skills who understands marketing automation (i.e., HubSpot.)

**Responsibilities**

* Plan and execute all aspects of our digital marketing campaigns including management of our marketing database, email marketing, and social media campaigns.
* Create email and landing page copy to support campaigns and nurturing pages.
* Partner with sales to identify target audiences/key messages and develop targeted campaigns.
* Promote and increase registration in our events, introductory classes, mini classes.
* Plan and monitor the marketing budget while preparing reports on our marketing performance.
* Plan and manage social media platforms (primarily Facebook/Instagram, LinkedIn, and YouTube), but we welcome additional channel creativity!
* Evaluate important metrics that affect our website traffic, lead generation and conversion rates.
* Manage outside resources and partners when necessary.
* Work with the broader team to brainstorm new and innovative growth ideas.

**Requirements**

* Bachelor’s degree in marketing or relevant field
* 2 plus years’ experience in a digital marketing role with knowledge of website analytics
* Experience with nurture email workflows, landing pages and content creating.
* Experience creating content that generates leads.
* Experience managing a company’s owned social media channels.
* Must be fun, independent, self-motivated, and entrepreneurial.
* Outstanding communication and interpersonal skills
* Organizational skills and the ability to multitask while delivering on priorities.
* Marketing automation, especially HubSpot, and lead generation experience is a PLUS.