



Employer Profile Description:

Job Title: Digital Marketing Associate

Location: Conroe, Texas

PURPOSE OF THE JOB

Containment Solutions is seeking a full time Digital Marketing Associate to be an integral member of our marketing team. The successful candidate will assist in a variety of digital marketing initiatives, tasks and special projects.

TRAITS:

- Self-motivated
- Hard worker
- Willingness to learn
- Detail oriented
- Team player
- Good communicator
- Tech savvy

RESPONSIBILITIES:

- Manage and maintain websites
- Manage and maintain QuoteWerks
- Assist in developing and maintaining our CRM system
- Creating and implanting new digital marketing programs, as well as monitoring and refining existing programs to meet program objectives
- Reporting and analyzing program performance to measure ROI and overall impact to our prospects and customers
- Manage and maintain Google Analytics
- Search Engine Optimization – Organic
- Conducting keyword research to discover searchers intent, content opportunities and gaps in our website's usefulness
- Assist in developing and maintaining our Social Media platform
- Assist in revisions of literature and datasheets
- Assist with copywriting and content for websites, and social media
- Additional projects as required

REQUIRED SKILLS:

- Experience with Adobe Creative Cloud software programs
- A general understanding of basic graphic principles

- A general knowledge of HTML
- Excellent communication and organization skills
- Must be deadline oriented
- Must be able to multi-task and be flexible REQUIRED SKILLS CONTINUED:
- Extreme attention to detail
- Outstanding problem-solving, organization, and multitasking skills
- Dedicated work ethic
- Well organized, disciplined, and able to balance projects simultaneously
- Extreme attention to detail and accuracy
- Ability to work with minimal supervision

EDUCATION, EXPERIENCE, AND ADDITIONAL SKILLS REQUIREMENTS:

- Degree in Digital Marketing or Website Design
- 1-2 years of professional experience in the area of digital marketing
- Copywriting skills a plus

PHYSICAL AND MENTAL DEMANDS

- General office environment
- Ability to operate a computer terminal
- Ability to lift up to 20 lbs

Send resume and cover letter to Evelyn Hicks at ehicks@csiproducts.com