

## Marketing Technology and Web Coordinator

**Reports to:** Strategic Marketing Director

**Job Summary:** The successful candidate will oversee and perform management of marketing and e-commerce website, digital and social media. Candidate will create content, video clips and optimize images for product promotion, public relations and overall user experience and search engine optimization (SEO).

### Duties and Responsibilities Include the Following:

- Update and manage marketing/e-commerce website: product inclusion, images, promotions, news & events etc., as well as new pages and 'creative look' (development) of website, as needed
- Updating and configuring online shop site with product info and specifications from ERP system and image server
- E-commerce messaging management including promotional and sale banners and landing pages
- Gathering and reporting of website and other online analytics including promotional e-mail campaigns
- Proactively scope and present new ideas to improve our website experience for employees, prospects, customers and media
- Create shareable content and edit short videos, as needed
- Act as support liaison for website partners and developers
- Some product clipping and metadata tagging for website and other online and social media postings
- Ongoing maintenance of website metadata for SEO
- Stay up-to-date with the latest trends and changes with SEO and major search engines
- Assist with creation of e-blasts and URL landing pages, monitor subsequent site traffic conversions and leads
- Manage all aspects of social media inclusive of content strategy and development, brand and promotional campaigns, monitoring, and analytics to drive consistency in our go to market programs
- Generate, edit, publish and share daily/weekly content that builds meaningful connections and drives consumer engagement
- Embrace the ESOP Culture.
- Other duties as assigned.

This job description is not intended as a complete list of all job duties. The incumbent may be required to perform other duties and tasks.

### Background/Experience:

To be successful in this role you will need:

A 4-year degree in related field such as marketing, web technology, communications **or** applicable certifications and 3-5 years of relevant experience in website/e-commerce, digital/social media marketing, content development is preferred

**GO BEYOND THE EDGE**

#### NORTH CAROLINA – HQ

5901 Gun Club Road  
Winston-Salem, NC 27103  
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#### ONTARIO – CANADA

Greater Toronto Area  
Office: 844.858.7444  
[www.SalemFTG.com](http://www.SalemFTG.com)

**Skills:**

The following skills are necessary as well as the desire to participate in forms of continuing education throughout career in order to maintain a current knowledge of new technologies.

- Strong communication/grammar skills, organizational and customer service skills are required.
- Understanding of basic content marketing and SEO principles and how to apply them as well as Google Advertising Platforms, Google Analytics, and other relevant programs/software
- Some website development skills (Drupal, html/CSS, JavaScript, PHP)
- Experience with Adobe Suite necessary
- Ability to learn ERP system, specifically Prelude, and how to navigate it to find information for shop site
- Gain understanding of e-commerce properties and development and how it relates to Prelude (ERP system)
- Ability to handle multiple tasks simultaneously.
- Production and editing of photo and video assets to support marketing activities
- Strong problem-solving skills
- Technical knowledge on devices such as touch screen monitors and interactive devices a plus
- Superior organizational, project and time management skills with an eye for detail
- Exudes a positive attitude.
- Ability to manage tight timelines and work independently as well as part of a team

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to sit.
- The employee is regularly required to stand and talk or hear; use hands to finger, handle, or feel objects or controls.
- Specific vision abilities required by this job include close vision and the ability to adjust focus.

This job description is intended to provide general information about the position. It is not an employment contract. As with all positions, the responsibilities, duties, and requirements of this job may change. The company, in its discretion, may alter this job description at any time with or without notice.

If you have an interest in this position, please submit your resume to [hr@salemftg.com](mailto:hr@salemftg.com).

*Salem Fabrication Technologies Group, Inc. is an Equal Opportunity Employer*

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