

Position: Digital Marketing Specialist
Location: Eden Prairie, MN
Exemption Status: Exempt
Division/Department: Marketing
Posting Date: August 7, 2017

Position Summary

Serve as the digital expert to our marketing and sales teams. Manage the day-to-day digital marketing activities to grow Pinnacle's e-commerce presence.

Primary Responsibilities

- **Digital Partner Management:**
 - Manage the relationships with our corporate partners and digital assets. Serve as main point of contact for all digital marketing projects as well as execution.
 - Verify that materials meet desired specifications and are complete by established deadlines in collaboration with client departments.
 - Partners with client groups to create a collaborative digital marketing strategy. Responsible for the digital marketing related materials.

- **E-Commerce Management:**
 - Participate in the development and implementation of a new e-commerce platform.
 - Maintain e-commerce technical and marketing content within the company website.
 - Drive revenue.
 - Proactively identify and resolve SEO opportunities and issues while improving SEO results through keyword tracking.
 - Analyze web traffic and suggest solutions to boost web presence.
 - Keep up to date with our guest's preferences and suggest new campaigns.
 - Stay abreast of the latest digital technologies and developments.
 - Identify new or expanded tactics to drive program performance.

- **Social Media Management:**
 - Build and manage the company's social media profiles and presence (Twitter, LinkedIn, YouTube).
 - Monitor and engage in relevant social discussions about Pinnacle's
 - Run social promotions and campaigns and track their success.
 - Explore ways to engage and identify new social networks.

Qualifications and Skills

- Marketing degree and/or equivalent education and experience
- Two years of direct experience in eCommerce, digital advertising, website design, E-Commerce platforms, WordPress, Social Media, and HTML.
- Proficient in Adobe Creative Suite (CS4/CS5 Photoshop, Illustrator, In-Design)
- Proficient in Microsoft Office (Word, Excel, Outlook, Power Point) and ad serving tools such as Google Analytics and Google Adwords as well as Internet browser software is required.
- Proven ability to build consensus and is a relationship builder with ability to generate alignment and drive key issues to resolution and work effectively within a cross-departmental team.
- Superior project management skills with the ability to complete work accurately in a time-sensitive environment.
- Work efficiently and independently, have a level of discretion and initiative.
- Grammar and writing skills are a must.
- Responsible for other duties and projects as assigned.
- Knowledge in Microsoft Office (Word, Excel, Outlook, Power Point).
- Familiarity with photography is a plus.

Working Conditions

Work is typically performed in a standard office setting. May be required to work more hours than normal during a regular workweek depending on workload and deadline requirements.

The physical demands 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.

About Pinnacle Climate Technologies

Pinnacle Climate Technologies invents, develops and manufactures heating and ventilation solutions through commercial, industrial, agricultural, DIY and other retail channels throughout the world. With manufacturing in North America and Asia, Pinnacle serves a diverse customer base in over 25 countries, on every continent. With brands that include MASTER®, Schaefer®, Remington®, Pro-Temp®, Americ®, and Stanley®, Pinnacle is positioned as the global leader in industrial/construction heat, and portable ventilation products.

Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, disability, veteran status, national origin or other legally protected classifications.