

JOB SUMMARY

DIGITAL MARKETING SPECIALIST

We are seeking a Digital Marketing Specialist who will be responsible for the optimization, maintenance, measurement and reporting of Viveve's websites, social media, and demand generation programs to increase brand awareness and preference, generate qualified leads, improve customer service, and deepen customer engagement. Other duties include the following:

- Assist in the creation of digital content while adhering to Viveve's digital brand standards.
- Manage analytics for all Viveve digital-marketing related activities including viveve.com, social media sites, and digital marketing campaigns.
- Support the development, execution and optimization of paid digital efforts, including display and advertising.
- Analyze and report on customer behavior insights to improve viveve.com.
- Manage e-mail marketing programs, lists, imports, and permissions.
- Conduct landing page and e-mail campaign tests.
- Coordinate online sales and marketing events, such as webinars.
- Develop and write digital content and maintain content publishing editorial calendar.
- Integrate online activities with off-line marketing communications plans to ensure plans provide optimal business support.
- Drive development and management of digital co-marketing and co-branded partnerships with distributors and partners.
- Bachelor's degree in marketing, communications, journalism or related field.

Qualified candidates must possess the following:

- Minimum of two years experience.
- Proven track record of delivering multifaceted, digitally driven campaigns from strategy through execution and leveraging data to drive strategic direction and optimize marketing programs. Portfolio demonstrating work, analytics and metrics will be required as part of the interview process.
- Strong digital copywriting, design, content marketing, and verbal communication skills required.
- Ability to prioritize and multitask.
- Experience in website management/basic HTML/content management systems.
- Understanding of user-design, graphic design and interface principles and responsive and mobile design.
- Fluent in Google Analytics software.

Send your resume to: careers@viveve.com