



DIGITAL MARKETER, PEPPERMINT TECHNOLOGY INC.

Location: Chicago, IL, USA, hybrid with work-related travel

Reporting to: President, Peppermint Technology, Inc.

Effective date: 1st September 2023

PURPOSE

Peppermint Technology, an innovative Microsoft Independent Software Vendor, is seeking a highly motivated and dynamic individual to join our team as an Entry-Level Digital Marketer. This role will be responsible for managing various digital marketing activities for our market leading software solutions, including website management, email marketing campaigns, social media presence, CRM data maintenance, graphic design for marketing materials, and other related activities. The ideal candidate will have a passion for digital marketing, a strong understanding of marketing principles, and the ability to thrive in a fast-paced and collaborative environment.

RESPONSIBILITIES

- 1) Website Management:
 - a. Maintain and update the company website to ensure it reflects the latest products, services, and information.
 - b. Optimize website content for search engine visibility and user experience.
 - c. Collaborate with the sales and products teams to develop landing pages and conversion funnels.
- 2) Email Marketing Campaigns:
 - a. Develop and execute targeted email marketing campaigns to drive customer engagement and conversions.
 - b. Create compelling email content and design visually appealing templates.
 - c. Monitor campaign performance, analyze data, and make data-driven optimizations.
- 3) Social Media Presence:



- a. Manage and enhance the company's social media channels (e.g., Facebook, Twitter, LinkedIn) to increase brand awareness and engage with the target audience.
 - b. Develop and implement social media strategies, including content creation, scheduling, and community management.
 - c. Track and analyze social media metrics to identify trends and adjust strategies accordingly.
- 4) CRM Data Maintenance:
- a. Ensure the accuracy and integrity of customer data within the CRM system.
 - b. Segment customer data for targeted marketing campaigns.
 - c. Collaborate with the sales and products teams to develop and implement CRM automation workflows.
- 5) Graphic Design for Marketing Materials:
- a. Create visually appealing marketing materials, including brochures, infographics, banners, and social media graphics.
 - b. Collaborate with the marketing team to maintain brand consistency across all design assets.
 - c. Stay updated on design trends and best practices to deliver high-quality visuals.
- 6) Related Activities:
- a. Collaborate with the marketing, sales, and products teams to brainstorm and develop innovative marketing strategies and tactics.
 - b. Conduct market research to identify industry trends, competitors, and customer preferences.
 - c. Assist in organizing and coordinating marketing events, trade shows, and webinars.

QUALIFICATIONS & SKILLS

- Bachelor's degree in Marketing, Communications, or a related field.
- Prior experience or internship in digital marketing is a plus.
- Strong written and verbal communication skills.
- Proficiency in digital marketing tools and platforms (e.g., CMS, email marketing software, social media management tools).
- Basic knowledge of HTML/CSS and website content management systems.
- Graphic design skills with proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Analytical mindset with the ability to analyze data and derive actionable insights.
- Detail-oriented and highly organized with excellent project management skills.



- Self-motivated and able to work independently as well as in a team environment.
- Familiarity with CRM systems and understanding of customer segmentation.