

## Join Our Team!

### Open Position: Digital Marketing Manager

At Holmes Corporation (HC), we are a team of innovators focused on achieving **our mission: to help professionals advance in their careers**. And our culture is the cornerstone of our identity and success. We believe that who we are – as a team, as individuals, as leaders, family members, and community members - centers us, empowers us, and drives inclusion to deliver growth and impact. It's the reason so many employees have dedicated decades of their career to HC. We set ambitious goals, and we make it fun to work together to achieve them.

**Vision:** to be a leading learning, engagement and growth partner worldwide, leveraging our innovative technology and services to transform certification and professional development programs, elevate member engagement, and foster workforce advancement.

**Values:** HC is a human-centric company focused on driving growth and impact for our organization, our partners, and the many learners that engage with our products and services around the world. Through fearless exploration and empowerment of our team, we will deliver innovative learning and engagement solutions and will be accountable for delivering results for our partners.

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### Position Summary

HC is seeking a highly motivated and innovative Digital Marketing Manager to lead and execute digital marketing strategies to enhance brand awareness, drive website traffic, generate/nurture leads and improve customer engagement. Candidates should have strong analytical and collaborative skills and proven experience leading and managing digital campaigns.

Would you like to join a fast-paced, goal-oriented and fun-loving team? In this role, you'll work closely with marketing team members, cross-functional teams, partners and vendors to execute digital campaigns and ensure broader goals are achieved. You'll develop a passion for our products and services, and make an impact through your data-driven, yet creative approach, to executing marketing campaigns.

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### What You'll Accomplish

- Generate brand awareness for both the HC brand and partner brands.
  - Improve search engine rankings and website traffic through SEO strategies.
  - Impact B2B2C enrollment growth and improve customer engagement/customer success metrics.
  - Implement, enhance and improve email campaigns to achieve lead conversion and customer success goals.
  - Improve the ROI of digital campaigns.
  - Collaborate to achieve lead generation and lead conversion goals.
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### **What You'll Do:**

- Digital Strategy Development: identify and implement new digital marketing strategies to increase brand awareness, lead generation and lead conversion.
  - Marketing Automation Campaign Management: execute email campaigns, nurture programs and lead scoring efforts. Develop a deep understanding of prospect and customer behavior, demographic data, and engagement metrics to create personalized email journeys; utilize A/B testing to optimize.
  - Social Media Management: develop, execute and adapt a social media strategy that builds brand awareness and drives engagement.
  - Website and SEO Optimization: lead on-page, off-page and technical SEO strategies to improve search engine rankings and organic traffic.
  - Analytics and Reporting: regularly report on the ROI of digital marketing initiatives and recommend improvements.
  - Partner Support: collaborate with partners to identify and execute on joint marketing strategies.
  - Digital Campaign Optimization: stay informed on digital marketing trends and integrate them into actionable growth strategies and improved campaigns.
  - Marketing Project Management: develop or oversee the development of marketing projects, including creative asset creation, marketing content editing and promotion briefs.
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### **What You'll Bring:**

- 5+ Years experience in digital marketing including marketing automation, email marketing, social media, paid digital and campaign management; experience in the education or professional training industry is a plus.
  - Bachelor's degree in marketing, communications, business or a related field.
  - Proficiency with marketing tools to execute marketing automation, email marketing, web development, digital advertising (including LinkedIn Campaign Manager), and SEO.
  - Hands-on experience with advanced segmentation and A/B testing.
  - Exceptional communication skills and adaptability; ability to thrive in a fast-paced and dynamic environment.
  - Project management skills with the ability to manage complex campaigns simultaneously.
  - An excitement for working collaboratively as a team and driving growth and impact for the organization. And, as a passionate marketer, you're open to sharing new ideas, thinking creatively and making data-driven decisions.
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### **Benefits You'll Receive:**

At HC we are committed to a culture where every employee is valued equally, and everyone feels like an integral part of a supportive and connected team. Our commitment to our values starts with providing benefits that allow our employees to care for themselves, support their families, and give back to their community. Join HC, and you'll receive:

- A competitive compensation plan with opportunity for advancement. Salary range for this role: \$65K/yr. - \$90K/yr. DOE.
- Opportunities for professional growth and development
- Flexible paid time off and company holidays
- Medical, dental and vision insurance
- 401(K) contributions with company matching program
- Year-round charitable donations gift matching program
- Flexible work environment
- Opportunities to participate in company-wide volunteer events, employee appreciation activities, and celebratory events

HC is proud to be named one of the Top 200 Workplaces by Star Tribune in 2018, 2019, 2021, 2023 and 2024. It's a testament to the dedication we have to our employees' well-being and job satisfaction.

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### **Ready to Make a Difference?**

Interested candidates should submit their resume and cover letter to [mollym@holmescorp.com](mailto:mollym@holmescorp.com). Please include Digital Marketing Manager in the subject line.

Application Deadline: 1/24/25

*Holmes Corporation is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*