



**Position Description:    MARKETING TECHNOLOGIST**

Reports to:                    Customer Development Manager  
Department:                 Sales & Marketing  
Last Updated:                January 23, 2019

**Position Summary**

The Marketing Technologist builds value across our portfolio of digital resources like CRM, product configurators, mobile applications, marketing automation, website and others. This position will ensure effective rollout and utilization of new and current marketing technology.

**Position Responsibilities**

- Coordinate communication between outside developers and internal stakeholders to ensure project goals are met in a timely and cost-effective manner
- Maintain users and administration of current software
- Segment, track and drive value from data collected through online platforms
- Monitor and develop reports on the customer journey through our organization, as well as assisting in the development of strategies to improve it
- Evaluate and advise on the selection, implementation, updating and management of new software
- Ensure group branding and user experience is maintained at a high level across all platforms
- Update and audit website, product configurator and other software to maintain accurate data and improve software
- Optimize website for SEO
- All other duties as assigned

**Other Requirements**

- Ability to plan, multi-task and manage time effectively
- Familiarity with effective project management procedures
- Data-driven, ability to make decisions based on analytical analysis
- Up-to-date knowledge of new technologies and ability to apply them
- Effective presentation of information and excellent communication skills
- Sound knowledge of marketing principles
- Ability to work individually and ability to handle self-driven projects efficiently
- Ability to establish good relations with all levels of employees
- Self-motivated individual, should be able to work under stress when it comes to meeting project deadlines

**Supervisory Responsibilities**

- This job has no supervisory responsibilities at this time.



### **Knowledge, Skills and Abilities**

- Bachelor's Degree in marketing, business, information technology and/or 4 years' relevant experience
- Must be skilled in Microsoft Office as well as CRM software.
- Must be able to save and organize files on computer in folders for each of retrieval.
- Must be able to work satisfactorily as a team member.
- Skills in accessing internet information services.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or scheduled form.

### **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 regularly required to use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop and kneel, or crawl; and talk and hear. The employee frequently is required to stand, walk, and sit while visiting Company facilities, as well as aggregate, mining, recycling, industrial and construction processing sites. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, depth perception, and ability to adjust focus.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing 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 sometimes exposed to work related travel conditions and hazards, including automobile, airline and rail travel. Use of a telephone is extensive and use of a computer is frequent. The employee is regularly exposed to customer work sites which may include moving mechanical parts and equipment, heights, fumes or airborne particles, and outside weather conditions. The noise level at a customer work site can be very loud.

Note: This job description is intended to be a general guideline of areas of responsibility. There will be incidental tasks not listed on a job description that arise at various times. These tasks are assigned to help out the department and Company and, as a member of the Company; each employee is expected to help in these areas.

Marketing Technologist: \_\_\_\_\_

Date: \_\_\_\_\_