

Online Marketing Specialist

Reports to: Position reports to Host Analytics' Vice President of Product Strategy

Job Description:

Located in O'Fallon, MO

Host Analytics is seeking a seasoned online marketing specialist. The ideal candidate will have a good blend of creative skills, proven web development abilities and marketing acumen. This person will be responsible for:

- Driving the presentation of thought leadership through the Host Analytics web site
- Driving and managing the lead generation processes through web based marketing campaigns
- Enhancing hostanalytics.com web content and presentation

Company Overview:

Host Analytics is a highly regarded software company in the Corporate Performance Management (CPM) space. The company offers a comprehensive and unified CPM solution that appeals to both mid-market companies and large enterprises. One central aspect to its value proposition is that the product is offered as a Software as a Service (SaaS) model, the most compelling delivery model in enterprise software today. The integrated solution includes planning and budgeting, revenue forecasting, financial consolidation, dashboarding and scorecarding, and flexible reporting.

Specific Responsibilities:

- Day to day management and updating of hostanalytics.com
- Analysis and implementation of latest web techniques to hostanalytics.com
- Implementing website and collateral updates with page owners
- Create/load/manage web content for Search Engine Optimization, Pay Per Click ad programs and directory link programs
- Coordinate the implementation of social networking/marketing, rss feeds and blogs
- Create HTML/CMS web pages and HTML emails
- Work with Adword campaigns and split testing to optimize Adword campaigns
- Graphic design for web collateral, web content, PowerPoint, and flash content
- Researching successful B2B websites and competitor websites and enhancing hostanalytics.com as appropriate
- Coordinate marketing campaigns that impact the website and email marketing

Minimum Experience Requirements:

1. Bachelor's Degree with an emphasis in web design or marketing or equivalent experience
2. 3 - 5 years marketing and web management experience, preferably in B2B (Business to Business) environment
3. Must have experience managing and creating web content and coordinating it with SEO and PPC campaigns
4. 1 - 2 years' experience managing web site and PPC optimization through web analytics.
5. Experience having completed website projects requiring website structure, HTML coding and website management
6. Created Web 2.0 graphics and flash
7. Experience creating landing pages and email content through Content Management Systems, Email Marketing Systems and Marketing Automation.
8. Excellent MS Office skills, including MS Word, PowerPoint and Excel

Personal Characteristics:

1. Strong proactive work ethic
2. Passionate commitment to the company and the marketing function
3. Strong analytic problem solver
4. Result oriented team player
5. Commitment to accountability
6. Flexibility and adaptability as priorities change
7. Entrepreneurship and sense of urgency
8. Exceptional written and oral communication skills, including English writing, editorial and proofreading abilities.
9. Excellent organizational skills with the ability to run multiple projects and meet deadlines.

For Consideration: Forward resume to jobs@hostanalytics.com