



**JOB TITLE:** Marketing Specialist

**DEPARTMENT:** MK

**REPORTS TO:** President

**FLSA STATUS:** Exempt

**SCHEDULE:** Full-Time

**LOCATION:** Sacramento, CA

### **ABOUT FIRST CORPORATE SOLUTIONS**

First Corporate Solutions (FCS) is a global risk management and due diligence firm providing UCC and corporate solutions that help legal and financial professionals mitigate risk and perfect secured transactions. As a longtime leader in web-based due diligence solutions, FCS offers products and services across many diverse segments of the public records industry.

### **JOB SUMMARY**

The ideal candidate will support Product, Marketing and Sales in the development, execution and measurement of customer engagement communications across email, direct mail and web marketing. He/She is responsible for the development and implementation of FCS marketing plan that deliver on corporate objectives for growth.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **Digital Marketing / Marketing Automation**

- Manage website KPIs and provide monthly reports.
- Devise strategies to drive online traffic to the company website.
- Track conversion rates and make improvements to the overall marketing efforts.
- Improve the usability, design, content and conversion of the company website.
- Develop landing pages and optimize conversions.
- Apply analytics insights, present and execute on ideas to improve traffic, lead generation, and lead lifecycle management.
- Develop and execute digital marketing (webinar, content and social) campaigns.
- Develop metrics for digital lead generation campaigns.
- Analyze lead generation programs and create alternative.

- Create and manage email marketing campaigns (newsletter, white paper emails, webinar invites, etc.).
- Create A/B testing for email campaigns and landing pages.
- Manage CRM (Salesforce / Dynamics) and marketing automation (Hubspot) systems.
- Develop marketing metrics reports.
- Build demand generation and lead nurturing campaigns.
- Standardize, cleanse and upload contact lists into marketing automation system.
- Establish and track ongoing metrics, including campaign effectiveness, prospect engagement funnel advancement, and ultimate return to identify successes and enhancement opportunities.

### **Content Creation**

- Draft press releases.
- Write featured articles.
- Manage website and marketing collateral content.

### **Social Media**

- Manage social media (Facebook, LinkedIn and Twitter) profiles.

### **Presentation**

- Develop and conduct educational and promotional webinars for lead generation.
- Conduct live and web presentations/trainings on behalf of company.

### **Tradeshow Coordination**

- Assist with trade show coordination.
- Draft pre and post trade show / conferences marketing communications.

### **Design**

- Preferred creative background and proficient in InDesign & Illustrator.

## **NON-ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Proactively pursue professional development activities (e.g., reviewing professional publications, establishing personal networks, continuous industry training and updates).
- Cross training with team and other departments.
- Assist Manager with special projects and reports.

## **REQUIRED QUALIFICATIONS**

\*Includes Physical and Mental Requirements\*

## **Education**

- Bachelor's Degree in business, marketing, communications or related field.

## **Experience**

- At least 2-5 years of marketing experience and business-to-business digital marketing experience.
- Software - Indesign, Illustrator, Hubspot, Salesforce, MS Dynamic, Vimeo, Google Analytics
- Strategic Marketing Planning

## **Knowledge, Skills and Abilities**

- Prolific writer.
- Preferred experience in B2B software, risk management, financial or legal sectors.
- Experience in building B2B lead generation programs in marketing automation systems (Hubspot, Marketo and Act-On, etc.)
- Experience in developing email marketing programs.
- Experience in strategizing and executing social media campaigns.
- Experience in developing content marketing strategies.
- Experience in producing content in a vast.
- Familiar with Salesforce.com or other CRM system.
- Expertise with SEO, SEM, web analytics and landing page optimizations.
- Demonstrated results in online lead generation.
- Experience with Adobe Creative Suite (Illustrator, InDesign and Photoshop) and basic HTML.
- High competence of computer applications including full Microsoft Suite and internet searching.
- Competent in PDF Studio Pro, Adobe Acrobat and a paperless work environment.
- Strong communication skills with reading, writing, speaking and command of the English language.
- Critical thinking with analytical and research skills.
- Capable of successfully collaborating with peers and management.
- Detailed, organized, time management, and multi-tasking skills.
- Ability to operate and navigate on a computer without supervision.
- Working effectively in a teamwork environment, in daily activities as well as addressing problems in unique situations.
- Online research skills.
- Possess fundamental mathematic skills.
- Demonstrated commitment to high professional ethical standards in a diverse workplace.
- Ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts and draw conclusions.

- Ability to prepare business letters, proposals, summaries and reports using prescribed format and conforming to all rules of punctuation, grammar, diction, and style.
- Ability to continuously sit, stand or walk in an office environment.
- Ability to bend and lift up to 10 pounds.
- Average/ordinary visual acuity necessary to prepare or inspect documents or products and operate a computer.
- Able to hear average or normal conversations and receive ordinary information.

## **PREFERRED QUALIFICATIONS**

### **Experience**

- Prior experience in risk management, compliance, UCC, public record, finance or legal industry.

## **WORKING CONDITIONS**

The worker is to work indoors and is not substantially exposed to adverse environmental conditions. Repetitive and continual typing motion is required.

May require occasional travel out of town by airplane or car to other cities for training, no more than 4 times a year.

**First Corporate Solutions is an EOE and offers a competitive benefits package. Salary is DOE. To be considered for this position please submit your resume and cover letter summarizing your experience to [careers@ficoso.com](mailto:careers@ficoso.com). Thank you for your interest!**

**RECEIPT AND ACKNOWLEDGEMENT**

I acknowledge and understand that:

- Receipt of the job description does not imply nor create a promise of employment, employment contract of any kind, or violate at-will employment.
- The job description provides a general summary of the position in which I am employed. The contents of this job description are job requirements, and, at this time, I know of no limitations which would prevent me from performing these functions with or without accommodation.
- I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform these functions.
- Job duties, tasks, work hours and work requirements may be changed at any time.
- Acceptable job performance includes completion of the job responsibilities as well as compliance with the policies, procedures, rules and regulations of First Corporate Solutions, Inc.

I have read and understand this job description.

**Print Employee Name:** \_\_\_\_\_

**Employee Signature:** \_\_\_\_\_

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