

Demand Generation + B2B Online Marketer

An experienced, independent person who will continuously grow and improve our online presence, marketing and sales efforts through digital channels.

- Tracking and reporting the inbound online/digital marketing channels and demand generation at Jarvis
- Produce measurable results and customer acquisitions through online channels (such as Amazon storefront, socials, e-mail, paid search & display, content, and website/UX improvements)
- Improve the metrics and assist marketing in driving qualified leads into our CRM/sales pipeline
- Work to maximize the number of customers acquired at the lowest cost through campaigns and continuous optimization.
- All-In-One; Campaign production, implementation, analysis and optimization
- Building and improving landing pages, e-mail, automation, form-fills, website content, etc.
- Keep Jarvis at a competitive advantage through agile online marketing; keeping a close eye on changing market dynamics, competitive environment, and industry trends
- Demand Generation; Paid Ads, Paid Media, Traffic Generation
- Automation & Campaign Implementation + E-Mail Marketing
- Marketing Operations; Optimization, Reach, Testing, Insights, Analytics, Data, Reporting
- The ability to work independently to complete tasks at hand; must possess the skills to get the job done - Education and background 'years' of experience requirements are flexible if you have the skill set to complete the work on your own and produce measurable results then you are the right person for the job!
- Prior experience in; B2B demand generation experience, B2B marketing automation, (ABM) account-based digital marketing strategies and tools necessary
- Prior experience in growth or acquisition marketing, with a track record of planning and executing customer acquisition strategies and digital channel expertise necessary
- Prior experience in manufacturing, tooling, and/or mechanical engineering helpful

Additional Freelance/Contract Work Available:

- **Amazon Expert**
 - Grow our e-comm presence and revenue produced through Amazon
 - Manage storefront
 - Develop new strategies to increase our market share online
 - Coordinate with marketing/ to produce web content/social content to increase sales
 - The ability to work independently to complete tasks at hand; must possess the skills to get the job done - education and background experience flexible if you have the skill set to complete the work and produce measurable results
- **Technical Writers**
 - Blogs, e-books, white papers, brochures, PR, articles, power point presentations and more
- **Mechanical + Tooling Animation/3-D Graphics**
- **Infographics + Technical Graphics**
- **Video Production**
 - youtube/website/socials
- **Influencer Collaboration + Brand Partnerships**
 - If you have a high-profile youtube/IG in the machinist community and want to collaborate with Jarvis on content
- **Requirements**
 - The ability to work independently to produce high quality content
 - Prior experience producing technical manufacturing, tooling, or mechanical engineering content
 - A portfolio/past work samples
 - Compensation/Payment negotiable; to be paid by project or per completed piece