



Digital Marketing Specialist

Department: Sales & Marketing

Reports To: Chief Executive Officer

Who we are

Tucker-Davis Technologies (TDT) designs, manufactures and sells highly innovative instrumentation and other tools for use in neuroscience research. TDT products are utilized in leading-edge experiments in university, government, and private labs all around the world.

We're looking for you

We are seeking a creative digital marketing expert to connect with our key audiences about TDT and our products. This critical role will be responsible for the high-level strategic planning and execution of all digital marketing strategies including the TDT website, social media, email campaigns, and other digital media. Our goal is to improve our communication and engagement with neuroscientists globally across all digital platforms.

Essential Duties & Responsibilities

Detailed below are duties and responsibilities of position, other duties may be assigned.

- Plan, develop, and execute end-to-end marketing programs that drive interest in new TDT products and solutions across markets, audiences and channels.
- Generate marketing content in coordination with engineering, technical support, and sales staff for use in marketing campaigns
- Develops communications plans that integrate the use of print collateral, earned media, digital/social media, and other efforts to align with TDT's mission
- Identify activities that resonate the most with customers throughout the purchasing process and use this information to refine marketing efforts
- Build campaigns that engage renewed interest from existing customers in addition to creating new leads
- Coordinate with distributors to deliver digital assets and other marketing collateral to support growth in foreign markets
- Work directly with our customer relationship management system and other marketing platforms as needed
- Responsible and accountable for meeting strategic goals and objectives
- Occasional travel is required
- Other duties as assigned by management



Qualifications

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Proven aptitude for strategic thinking with a strong understanding of the bigger picture and achieving organizational goals
- Demonstrate a strong desire to achieve TDT goals, working independently or with other teams/individuals.
- Expert understanding of marketing principles and strategies
- Excellent writing skills with the background and ability to effectively communicate technical concepts in the biomedical industry
- Ability to effectively leverage resources in a complex, multi-faceted environment and meet time sensitive deadlines
- Understanding of and/or experience in setting and measuring key performance indicators or key results on projects or programs
- Practical knowledge of current and evolving trends related to marketing
- Experience working with teams of indirect reporting lines to efficiently allocate available resources to priorities
- Expertise in digital marketing platforms (e.g. WordPress, Constant Contact, CRM software, Hootsuite), Google analytics, and SEO
- Positive, solution-oriented outlook

Education and/or Experience

Bachelor's degree in related field required and a minimum of 7 years' related experience or equivalent combination of education and experience.

Certificates, Licenses, Registrations

Valid driver's license and passport.

Work Environment

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. TDT is a nonsmoking environment.

To apply, please email a cover letter and a copy of your resume or to hr@tdt.com and include the "Digital Marketing Specialist" job title in your cover letter.