

Our Purpose & Who we Are:

At Sentec we aim to improve the lives of patients by advancing respiratory monitoring solutions to provide clinicians the continuous insight they need to guide care and – most importantly – improve patient outcomes.

Job Description: Digital Campaign Specialist

The Marketing department is a fast-paced group focused on content strategy, digital planning, message development, integrated marketing communication strategic planning and execution, and stakeholder alignment.

We are searching for the ideal candidate to join our team who has a strong background in digital content and campaign management. They will focus on leveraging existing and creating new integrated marketing communications & strategies that support growth objectives for our supported businesses.

The **Digital Campaign Specialist** is responsible for intricate digital automation across many platforms and will be responsible for both the continuity of external messaging as well as the continuity of metrics and reportable data from software to software, platform to platform, CRM to CRM.

This person will work closely with content creators to ensure that final deliverables function flawlessly across digital channels and in multiple media formats. They will work with sales teams to ensure lead generation efforts are interconnected, and that reporting is consistent and accessible.

A command of existing digital tools along with an ability to adapt to new software to find creative solutions is essential.

Essential Duties and Responsibilities:

- Partner with marketing creative team to deliver best-in-class content effectively across digital channels
- Whole-cloth development, execution, and reporting for digital campaigns
- Create reports & dashboards for all digital functions, objectively and accurately
- Discover new pathways and platforms for effective digital content delivery
- Create new content, and leverage existing content strategy to support digital and social channel alignment

Qualifications/ Education:

- 3+ years' experience as a digital campaign strategist, manager, creator, or related role
- Excellent, demonstrable command of digital automation software and tools
- Demonstrable experience in managing digital campaigns
- Bachelor's in marketing, communications, business, or related field
- Strong knowledge of online content strategy and creation
- Good writing, editing and proofreading skills
- Steadfast belief in teamwork

Sentec

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Required skills:

- HubSpot or similar marketing automation
- Social media campaign management
- Google Analytics, AdWords and YouTube administration and account management
- Salesforce, Dynamics, or related CRM experience
- Ability to work well in a fast-paced, collaborative environment
- Strong understanding of Microsoft Office programs
- Excellent analytical and communication skills
- Ability to synthesize and translate technical aspects of role into important points to gain alignment and consensus
- Design skills a plus but not required for this role

To apply, send your resume and cover letter to Liza at jobs.us@sentec.com

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