



Digital Marketing & Social Media Specialist

X-Nav Technologies is a fast-growing dental med-tech and surgical navigation and robotics technology company in the Philadelphia-area looking for a Digital Marketing & Social Media Specialist to join their marketing team.

This role will be responsible to develop and execute digital, web, email and social strategies with focus on creating digital multimedia content, driving social media interactions, and implementing SEO and SEM programs to drive web engagement to support strategic marketing and sales efforts.

The ideal candidate is creative, motivated, team-oriented, organized, and passionate about utilizing best-in-class digital marketing and social strategies to drive measurable business growth.

Responsibilities

- Work collaboratively with marketing and product teams to develop digital content and promotion strategy and execute web programs throughout the year that support marketing and sales efforts.
- Research, design and implement digital strategies to achieve results that align with brand initiatives.
- Serve as the visual storyteller & brand voice on all digital and social platforms.
- Generate, edit, proof, schedule, and publish engaging multimedia content, including digital graphics, podcasts and videocasts and promote through digital and social strategies.
- Create and execute innovative social media marketing plans to ignite audience engagement and use paid and organic programs like retargeting, custom audiences, etc. to drive the growth of social networks to produce revenue opportunities. Enhance social media presence across all major platforms.
- Play a lead role in creating a new website presence, including partner selection, curation of content and graphical elements, and effective construction and functionality to drive measurable performance outcomes.
- Research, analyze and implement Search Engine Optimization (SEO) and Search Engine Marketing (SEM) techniques to improve the digital presence.
- Stay on top of the latest media technologies, third-party tools, and identify new digital growth opportunities.



Skills:

- Passion for and experience in social media management, multimedia content creation and digital marketing.
- Experience driving online product marketing strategy and execution.
- Ability to conceptualize and deliver results-driven organic & paid digital marketing campaigns.
- Proven success in building an online community, creating digital engagement, and generating metrics to identify opportunities for growth.
- Capable of using digital tools and techniques to create campaigns that drive lead generation and measure target audience insights.
- Demonstrate a creative approach to analyzing industry trends and staying up to date on implementing best-in-class marketing strategies and tools.
- Create effective inbound digital marketing campaigns that drive increased lead generation
- Ability to effectively manage personal and team-oriented tasks.
- Ability to deliver creative concepts & content on time and within budget.
- Excellent copy-writing skills.
- Exceptional multi-tasking skills.
- Excellent communication skills.
- Creative mindset & team mentality.
- Strong interpersonal skills to liaise with stakeholders and customers.

Experience

- Bachelor's Degree in Marketing, Communications, or similar/equivalent experience
- Minimum 3-5 years' related experience required
- Knowledge of social media and other advertising platforms required.
- Must be familiar with CRM platforms (Salesforce and HubSpot or similar)

#Digitalmarketingmanager

#DigitalMarketing

#Socialmediaspecialist

#Content Creator

#Visualstoryteller

#socialmediastrategist

#socialmediadesign

#digitalmarketing

#socialmediamarketing

#digitalmarketinganalytics

Position open immediately. Please submit resume and qualifications to info@X-NavTech.com or call 1-855-475-9628 for more information.