

Marketing Specialist

Location: On-site, Valencia CA

Type: Full-time

Reports to: Marketing Manager

Salary: \$85-95K

Position Opened: 03/06/2024

About H2scan Corporation

H2scan was founded in 2002, and is headquartered in Valencia, California. H2scan helps our customers meet safety, regulatory and process control requirements in mission critical industries such as energy, utility, petrochemical, fuels cell and gas lines. We do that by providing the most accurate, tolerant, and affordable continuous hydrogen sensors for monitoring of industrial processes that generate or use H2, including transformer condition monitoring. H2scan holds 33+ patents and our products are sold in over 50 countries.

Seeking an experienced digital marketing B2B professional who excels at and enjoys marketing automation and other digital marketing strategies. If you're looking for a positive, engaging workplace, then consider us as the place to make your move. An excellent Marketing Specialist will have had previous experience researching and promoting products and services online via blogs, email campaigns and website content, along with a wide range of sales-related research and writing. They will understand how to mesh well with a team and organize larger digital projects.

Job Description

The Marketing Specialist will promote the company's products and services to existing and prospective customers through strategic use of graphics, logos, and other promotional products.

Responsibilities

- **Collaboration:** Collaborates with sales or marketing representatives to fully understand product and communication needs. Work closely with the marketing agency and our internal stakeholders to create, plan, and execute campaigns and supporting tactics in CRM platform.
- **Digital Marketing:** Coordinate the creation and publishing of digital content. Assist in building reports on the performance of digital marketing activities and compare the results against key performance indicators and ROI. Support digital marketing implementation and SEO execution. Web content frequent updates.
- **Trade Shows:** Aid in researching and securing an appropriate venue, coordinating vendors and exhibitors, and working within a specified budget to achieve the goals of the event.

H2scan is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation and gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.



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- Data and Reporting: Conduct market research to identify customer trends, competitor offerings and demographic data. Data sheet production, Sales PowerPoint presentations, Organizing marketing materials and Marketing spending tracking.
- Create goals and objectives to approach customers through appropriate marketing channels.
- Help in outbound and inbound marketing activities by displaying expertise in certain areas such as events planning, advertising, optimization, and content development.
- Presents design ideas and recommendations to VP of Marketing and Product Development, committee, or sales team.

Qualifications

- B.S. in Marketing or equivalent certifications.
- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Proficient with Microsoft Office Suite or related software.
- Bachelor's degree in marketing, Journalism, Advertising, Communications, or related field.
- Three to five years of related experience writing and editing projects; portfolio of relevant previous projects highly preferred.
- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds at times.

Benefits

- Health Insurance benefits
- 401(k)
- Life insurance
- Family leave (paternal, maternal)
- Bonuses
- Equity/stock options
- Three weeks paid vacation
- Paid sick days
- FSA/HSA