# Job Description

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| --- | --- | --- |
| Position Title | Department | Reports to |
| Senior Marketing Specialist | Operations | Digital Marketing Mgr |
| Employment Status | FLSA Status | Effective Date |
| [ ]  Temporary [x]  Full-Time [ ]  Part-Time | [ ]  Non-Exempt [x]  Exempt | 8/12/2022 |

## Position Summary

The Senior Marketing Specialist is a person who is detail-oriented, exceptionally organized, able to manage complex systems/projects, and who has excellent communication, math and analytical skills, and relevant computer software know-how. Senior Marketing Specialists can expect to work with affiliates, associated documentation, complete tasks alone and in teams, manage multiple projects, and report to and advise company management.

Successful Senior Marketing Specialists should have a few years’ affiliate and influencer experience, exceptional social media skills, excellent time-management skills, and knowledge in organizational techniques. Ideal candidates will have experience within the pet sector, within the direct-to-consumer space, and have strong existing affiliate relationships.

## Essential Duties and Responsibilities

The essential functions include, but are not limited to the following:

* Create and execute strategy for affiliate program including recruitment and retention
* Prepare all reports, analyze results, interpret trends, give insights, and recommend improvements on affiliate activities and overall program
* Write and distribute marketing updates to affiliate partners
* Set up influencer marketing campaigns based on company needs: identify influencers, manage communications, and analyze results
* Assist with email and SMS marketing, promotional planning, and writing for digital and offline campaigns
* Identify partnership opportunities with rescue shelters, veterinary clinics, and more
* Monitor spend to ensure it stays within budget
* Report to management
* Other duties as assigned

## Minimum Qualifications (Knowledge, Skills, and Abilities)

* Team player
* High school diploma or GED required
* Bachelor’s degree preferred
* At least 2 years of experience with affiliate marketing required
* Experience with Impact, ShareASale, or other affiliate tools required
* Word processing, database, and spreadsheet knowledge
* Ability to negotiate on behalf of the company
* Keen eye for detail and grammar

## Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

* May be required to sit or stand for long periods of time
* May involve some repetitive motions

## Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

### Reviewed with employee by

### Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name (print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Received and accepted by

### Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name (print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.