

MARKETING SPECIALIST

DETAILS

Location:
Kennesaw, GA

Salary Range:
Base

Position Type:
Full Time

Travel Required:
None

HR Contact:
Madeline Wade, mwade@ioufinancial.com

Will Train Applicant:
For Industry Knowledge

JOB DESCRIPTION

The Marketing Specialist will be responsible for executing the all customer and prospect marketing materials while managing daily work flow of relevant projects.

RESPONSIBILITIES

- Create all branded materials to maintain consistency across all marketing channels.
- Optimize website design, content, and user experience in with SEO in mind.
- Create or redesign pages on the Wordpress platform.
- Develop the strategy and the creative for all direct marketing projects.
 - Email: Implement and analyze new email programs to engage new customers and increase customer retention at the end of their loan term. Develop custom outreach for lead segments to create personalized approach.
 - PPC: Track and analyze ads in Adwords, Adroll, and on social media platforms to maximize ROI.
 - Social Media: Direct vision for all platforms and assist current coordinator in some implementation.
 - Content: Develop content strategy, and work with writers and designers on execution. Use final product in appropriate channels and analyze ROI.
- Maintain Marketo lead scoring, revenue cycle modeler, design templates, and marketing programs. Analyze ongoing campaigns to create better lead conversion.
- Collaborate with Sales, Business Development/Partnerships, and Investor Relations teams to construct marketing materials and presentations.

QUALIFICATIONS

- Bachelor's Degree with marketing major or concentration and 5+ years' of success in direct marketing preferred.
- Superior administrative skills and excellent in multitasking. Very energetic.
- Candidate must have outstanding writing and editing skills.
- Excellent relationship management and interpersonal skills, including strong written and oral communication skills.
- Ability to manage diverse sets of projects with many changes and variations.
- Passion for Direct Marketing and Communications.

PREFERRED SOFTWARE COMPETENCIES

- Microsoft Office Suite: Word, Excel, PowerPoint
- Google Drive Products
- Adobe Products: Photoshop, Illustrator, InDesign
- Salesforce
- Marketo (or other marketing automation software)
- Wordpress
- Google Analytics, Webmaster Tools, Adwords

ABOUT IOU FINANCIAL

IOU Financial is a leading online lender specialized in helping small businesses with a healthy cash flow. Providing a unique approach to lending through an advanced, automated application and approval system, IOU Financial is able to accurately assesses applicants' financial realities. Small business loans are available of up to \$150,000 to qualified applicants in only 24-48 hours. Speed and transparency make IOU Financial a trusted alternative to banks. IOU Financial operations is based in metro Atlanta, Georgia with headquarters in Montreal, Canada and publicly traded (TSX-V: IOU). For more information, visit <http://IOUFinancial.com>.

IF YOU ARE INTERESTED IN APPLYING, PLEASE EMAIL MADELINE WADE, ATTENTION:
[Human Resources, Marketing Specialist Position](#)