

Digital Marketing Specialist (St. Marys, Pennsylvania)



About Our Company

Amphenol Advanced Sensors, with its portfolio of industry-leading brands – Thermometrics, NovaSensor, Telaire, Protimeter and Kaye – is an innovator in advanced sensing technologies and innovative embedded measurement solutions customized for regulatory and industry driven applications, creating value by providing critical information for real time data decisions. We offer domain expertise, rapid customization, world-class manufacturing capability and lasting customer relationships – To deliver the greatest value in cost of ownership to their customers.

Amphenol Advanced Sensors is a member of the USA-based Amphenol Corporation. With our own global presence, we offer our customers exceptional technical support and service in the areas of development, production and distribution.

JOB DESCRIPTION

Coordinate digital marketing, public relations and communications projects to promote and support the Kaye brand.

Major Responsibilities

- Plan, implement and control digital multichannel campaigns to generate leads
- Create, adapt and optimize content (text based and visual) for all digital marketing activities
- Manage Social Media Channels (LinkedIn and YouTube) to enhance brand awareness and drive sales
- Develop and create product and training videos
- Create and manage email campaigns from concept through to delivery and analysis

- Develop and execute Webinars in collaboration with Account Managers
- Continuous performance monitoring, tracking and reporting of all measures
- Identify digital marketing trends and insights
- Support the organization of global hybrid events and onsite events in the Americas Region
- Active Support of Global Marketing Manager

Qualifications

- Bachelor's degree in Communications, Digital Media, Marketing or similar discipline
- Proven work experience in digital marketing, preferably in B2B environment
- Demonstrable experience in copywriting of Marketing Materials
- Experience in video and photo shootings and solid knowledge of video and picture editing software such as Adobe
- Practical experience with SEO/SEA, Google Analytics, Content Management Systems and Webinar Software
- Native English speaker
- Strong written and verbal communication skills
- Technical understanding
- Proficient in all Microsoft Office programs
- Up-to-date with the latest trends and best practices in online marketing

In exchange for your expertise, we offer a competitive salary along with a comprehensive benefit package of health, dental, vision, STD, LTD, AD&D, life and 401k with match.



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