



Digital Marketing Manager

Position Description

Department: Marketing	Reports To: Director of Marketing
FLSA Status: Salaried, Exempt	Position Status: Full Time
Position Location: Indianapolis	Updated: 22-Nov-24

Employee Receipt

I have received and read this position description and can perform the essential functions of the job as well as the physical and work environment demands and agree to perform accordingly.	
Employee Signature:	Date:
Print Name:	

Summary of Position Functions

We are seeking a highly motivated and results-driven Digital Marketing Manager to join our technical marketing team. The ideal candidate will have a deep understanding of digital marketing strategies and techniques, including search engine optimization (SEO), paid media (PPC), content marketing, website management, and social media management. The Digital Marketing Specialist will be responsible for creating, implementing, and optimizing digital marketing campaigns that drive brand awareness, engagement, and lead generation across multiple online channels and span globally. The role requires an analytical mindset, creativity, and the ability to work collaboratively with cross-functional teams to meet business goals. Copper Mountain Technologies is a company manufacturing hard tech test equipment and the professional that will be a best fit with the position is someone interested in working for a business dealing in advanced technologies.

Essential Position Functions

- **Collaboration & Strategy:** Create and implement digital marketing strategies that align with the overall marketing strategy and company goals. Work closely with the marketing team, sales, and other departments to align digital marketing



strategies with broader company goals. Contribute ideas for digital growth initiatives and brand positioning.

- **Search Engine Optimization (SEO):** Develop and implement SEO strategies to improve organic search rankings, considering global traffic growth, drive traffic, and enhance visibility across search engines. Conduct keyword research, on-page and off-page optimization, and performance tracking to continuously improve SEO efforts.
- **Paid Media (PPC) Campaigns:** Manage and optimize paid search campaigns (Google Ads, Bing Ads, etc.), display ads, and social media ads (Facebook, LinkedIn, Instagram, etc.). Monitor and adjust budgets, bidding strategies, and ad creatives to improve ROI. Must consider global business growth strategies and support global traffic.
- **Content Marketing:** Collaborate with the content team to develop and execute content strategies that drive engagement and conversion. Oversee blog posts, email campaigns, landing pages, and other content assets to align with digital marketing goals.
- **Social Media Marketing:** Develop and execute strategies across major social media platforms (Facebook, Twitter, LinkedIn, Instagram) to increase brand awareness, audience engagement, and conversions. Analyze performance metrics and optimize campaigns.
- **Analytics and Reporting:** Regularly track, analyze, and report on digital marketing performance using tools such as Google Analytics, SEMrush, or similar platforms. Provide actionable insights and recommendations for optimization.

Note: The statements contained herein describe the essential functions of this position but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

Education and Qualifications

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 4+ years of experience in digital marketing or a related role.
- Proven track record of successful digital marketing strategies and campaigns, particularly in SEO, PPC, content marketing, and social media.



Knowledge, Skills, and Abilities

- **Digital Marketing Expertise:** Solid understanding of key digital marketing channels including SEO, PPC, email marketing, social media, and content creation.
- **Project Management:** Ability to manage multiple campaigns and tasks simultaneously, ensuring deadlines are met without compromising quality.
- **SEO & SEM:** In-depth knowledge of SEO best practices, keyword research, and search engine algorithms. Experience with Google Ads and other PPC platforms is essential.
- **Analytics Tools:** Proficiency in using Google Analytics, SEMrush, Moz, or other marketing analytics tools to assess and optimize campaign performance.
- **Social Media Management:** Experience with social media platforms, content creation, and engagement strategies. Proficiency in tools like Hootsuite, Buffer, or Sprout Social is a plus.
- **Creativity & Communication:** Strong written and verbal communication skills with an eye for compelling content creation, as well as the ability to interpret data and create reports for different audiences.
- **Adaptability:** Ability to stay current with digital marketing trends, new tools, and technologies, and apply them to improve campaigns.

Why Work With Us at Copper Mountain Technologies?

At Copper Mountain Technologies, we're revolutionizing the RF test and measurement industry through innovative USB-controlled vector network analyzers. Our mission is to make RF testing more accessible, efficient, and cost-effective for engineers worldwide. CMT is not just creating products – we're transforming an industry. Our team develops cutting-edge USB-controlled VNAs that are changing how engineers approach RF testing, like even flying into space on a NASA rocket. Join us in pushing the boundaries of what's possible in RF measurement technology. Collaborate with industry experts and talented engineers. Employees at CMT have access to continuous learning opportunities and professional development. Our team works with cutting-edge technology in RF measurement.