



Digital Marketing Specialist

Position Description

Department: Marketing	Reports To: Marketing Manager
FLSA Status: Salaried, Exempt	Position Status: Full Time
Position Location: Indianapolis	Updated: 11-Sep-25

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 Specialist to join our technical marketing team. This role blends content creation, PR, SEO, and asset management, requiring creativity, analytical skills, and collaboration with our engineering and marketing teams. The ideal candidate has experience marketing technical B2B products. 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 & Content:** Collaborate with engineers to create and publish content for the website, press releases, guest posts, and social channels. A general understanding of website user experience and media editing for imagery and video is needed.
- **PR Strategy:** Develop PR strategies to increase brand recognition, strengthen reputation, and support SEO backlinking. This will include writing and distributing



press releases, strategic community engagement, and collaborating on event and trade show PR planning.

- **Asset Management:** Manage and optimize graphic and video content for print and digital uses, including the website, social media, SEM ads, and product catalogs. Some graphic design knowledge is required, and digital marketing specialist will work collaboratively with agency partners for photography, videography, and graphic design projects.
- **Social Media Marketing:** Manage social media campaigns across relevant platforms (e.g., LinkedIn, X/Twitter, Facebook, and others) to build brand awareness and engagement. Analyze performance metrics and optimize campaigns.
- **Research and Reporting:** Regularly track, analyze, and report on digital marketing performance and opportunities using tools such as Google Analytics, SEMrush, or similar platforms. Provide actionable insights and recommendations for optimization in line with customer segments and industry trends.

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 or equivalent experience in Marketing, Communications, Business, or a related field.
- 2+ years of experience in digital marketing or a related role.
- Proven track record of successful digital marketing campaigns, particularly in content marketing and PR.

Knowledge, Skills, and Abilities

- **Digital Marketing Experience:** Solid understanding of key digital marketing elements including content creation, SEO copywriting, and graphic layout.
- **Project Management:** Ability to manage multiple campaigns and tasks simultaneously, ensuring deadlines are met without compromising quality.



- **PR management:** In-depth knowledge of public relations best practices, community engagement, and press relations. Must have experience writing and publishing press releases.
- **Data and Research Tools:** Proficiency in using Google Analytics, SEMrush, AI tools (e.g., ChatGPT), and social media for content ideation and analysis.
- **Design and Asset Management:** Proficiency in Adobe Photoshop, Acrobat, and Premiere Pro, or equivalent programs. Familiarity with digital asset management for tagging and maintaining a repository of multimedia for broad company usage. Familiarity with WordPress 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 generate actionable insights.
- **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 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- and Ethernet-driven VNAs that are changing how engineers approach RF testing, like even sending a VNA 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.



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