

Summary:

The Digital Strategist is a key member of the IBI Scientific marketing team. This position's responsibilities revolve around the digital marketing channels and using them to drive brand awareness, generate leads, and increase sales. We are looking for a motivated individual who has the experience and skills to track and analyze performance for digital ads, as well as website performance and SEO. This position will report to the Director of Marketing and Sales.

The Digital Strategist will be responsible for:

- Developing, enhancing and maintaining the SEO strategy
- Leading the content portion of website projects
- Writing search-engine-optimized copy for projects as needed
- Ensuring all content aligns with the client's goals, brand voice, and SEO best practices
- Collaborating with the marketing team to create and implement successful content within a marketing strategy
- Conducting keyword research and competitor analysis to inform content creation and SEO optimization
- Incorporating SEO best practices into content, including keyword placement, meta descriptions, and on-page optimization
- Staying up-to-date on industry trends and content marketing best practices
- Interpreting data and tracking data

Other Duties and Responsibilities:

- Absorb life science product and application training to obtain an understanding of IBI Scientific's product line
- Customer service / technical service: Respond to incoming phone calls and emails to assist customers with product/order information
- Provide back-up assistance for order-entry and shipping personnel when needed. New team members start in this capacity to learn operating system, shipping, logistics and invoicing and required documentation
- Participate in an annual performance review
- Any other assigned tasks

Qualifications:

- Proven SEO experience
- In-depth experience with website analytics tools
- Solid understanding of performance marketing, conversion and online customer acquisition
- Diploma from a 4-year college with a degree in business or marketing
- This position is not eligible for remote work. Must be able to report into the Dubuque office during work hours