

At Natures Plus, our employees are our biggest asset— a fun, dedicated, and unbelievably talented team of research & development, sales, marketers, and doers who move our business forward and make us one of the premier companies in the Vitamin & Supplement industry. Providing leading products to both the US & global markets, we look for the most talented in the business and offer an environment in which individuals can excel, building upon their diversified strengths to deliver their personal best.

Currently we are seeking a digital marketing specialist to join our fast growing team of talented Marketeers!

Key Accountabilities will include:

- Working with management on an integrated approach in creating and executing dynamic strategic digital marketing programs and campaigns across all consumer touch points including e-mail, social media, mobile-web experience and more to significantly increase brand awareness and customer engagement
- Coordinating & executing integrated SEO programs based on the most current practices, developing key content and ensuring adherence to best practices.
- Optimize search results by developing specific content for key branded and generic terms
- Research and keep pace with emerging tools, digital trends and platforms
- Monitor, analyze and report results related to online and digital initiatives as well as marketing campaigns and suggests course corrections to achieve optimum ROI.
- Ensure brand consistency across all materials so they meet established standards of appearance, content and style.
- Help plan, create and coordinate creative assets on digital channels, including social media, website, etc.
- Tracking and managing online reviews of Natures Plus on various platforms and managing the company's online reputation.

Requirements:

- 5+ years of experience in digital marketing and digital applications
- Experience deploying and supporting Marketing Automation

- Ability to manage multiple priorities with exceptional attention to detail, be a self-starter, and consistently bring ideas to Industry, Practice and Corporate Marketing leadership
- Experience with SEO/SEM
- Solid knowledge of website analytics tools
- Working knowledge of ad serving tools
- Experience in setting up and optimizing Google Adwords/Facebook/Instagram campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking