



Marketing Analytics & Content Provider

CMEHR@Custom-mfg-eng.com
3690 70th Avenue North
Pinellas Park, FL 33781
www.custom-mfg-eng.com

Job ID: 2021-17A
Regular/Temp: Regular
Full-Time/Part-Time: Full-Time
Submit Reply and Resume to: CMEHR@custom-mfg-eng.com

MUST complete Predictive Index test before applying:

<https://assessment.predictiveindex.com/54R/6de46b47-ff62-4679-bc58-f02e066644c2?type=candidateba>

Job Summary:

At CME, the job of the Marketing Analytics & Content Provider is to make marketing performance data come to life so we can better reach and inspire customers to use our expertise to design and build solutions! As a Marketing Analyst, you will help connect the dots between consumer behavioral and attitudinal data, as well as lead and create content for both digital and print. You will provide insights and make recommendations that helps make CME and/or our products better. Do you enjoy digging into media data across multiple channels? Connecting it with web analytics and consumer research? Are you inquisitive by nature and driven to get at the “why” behind marketing performance? If so, we would like to speak with you.

Duties and Responsibilities:

- Work with multidisciplinary teams such as engineering and manufacturing/operations to lead marketing strategy, consumer engagement, creative development, consumer insight, and web & print analytic efforts
- Conduct market research, competitive analysis, and benchmarking to identify new opportunities, gather & analyze consumer behavior data (e.g. web traffic and rankings), create reports on marketing and sales metrics (like conversion rates), as well as analyze sales funnels
- Spearhead Marketing Design and Create Content to create advertising material, presentations, and campaigns (e.g. brochures and newsletters), websites, advertisements, and direct mail for new marketing campaigns and develop materials to support such
- Keep organized records of marketing metrics and results of past campaigns, prepare regular sales forecasting reports, and monitor competitors' marketing activities & analyze current marketing strategies and develop new and improved marketing practices to achieve CME's goals and sales (measure ROI)
- Write daily social media posts and weekly blog posts relating to assigned products, and complete other writing jobs as assigned, including direct-marketing emails, ad copy, and direct mail
- Use Google Analytics & Awards to examine how our online marketing practices are working and make suggestions for changes based on findings
- Review markets and competition analysis for product and marketing improvements
- Represent CME and promote our products by working our booth at industry conferences and trade shows when applicable
- Use customer data to determine changing customer demographics and suggest ideas for expanding our key demographic base
- Prepare press releases and announcements with General Counsel related to new product launches and any other changes in the company
- Other duties as assigned

Job Qualifications:

- Proven work experience in media analytics, business planning, or a similar role
- Current knowledge of industry trends with the ability to produce clear & convincing materials for marketing campaigns, resulting in sales (experience in print and digital marketing)
- Knowledge of marketing digital tools and techniques
- Proven ability to grow brands, have product vision, and drive traffic to increase profitable sales
- Experience with SEO/SEM campaigns, Google Ad Words, Google Analytics
- Knowledge of the structure and content of the English language
- Analytical and technical problem-solving ability with demonstrated experience in analyzing data from multiple sources
- Ability to make improvement suggestions and understand the impact to the organization
- Solid computer skills, including MS Office, web analytics and web-design tracking
- Excellent communication and presentation skills with the demonstrated ability to ask questions to gain an understanding of people views, behaviors, and elements to creating and telling a compelling story
- Exceptional time-management, organizational, and multitasking skills with a results and goal-oriented attitude
- A demonstrated attention to detail, commitment to continuous improvement, and focus on excellence in work product delivery
- Ability to identify and handle issues proactively and decisively with limited direction and oversight while communicating consistently with executive leadership

Minimum Requirements Needed:

- High School or AA/AS degree (trade or tech school) from an Accredited College/University
- Bachelor's degree in Marketing or relevant field
- 1 year of experience in media analytics, business planning, or a similar role
- Positions with CME require access to controlled goods and technologies subject to the International Traffic in Arms Regulations or the Export Administration Regulations. Applicants for these positions need to be "U.S. Persons," as defined in these regulations. Generally, a "U.S. Person" is a U.S. citizen, lawful permanent resident, or an individual who has been admitted as a refugee or granted asylum.
- Successful Passage of Required Screenings & Tests: Background Check, Reference, Credit, and Drug Testing

Travel Percentage Required: Minimal & Usually Local to Vendors. 0% -5%

An award-winning Tampa Bay small business for two decades, Custom Manufacturing & Engineering, Inc. (CME®) delivers Engineering, manufacturing, test, and calibration/repair services to Government and Industry. Join us at CME, where one can "Use Our Expertise to Design & Build Your Solutions" CME's culture is embodied by Core Values that are focused on: Serving the customer while protecting CME, delivering quality products and services as required, solving problems, working with energy and passion, and encouraging and developing employees that challenge themselves.

As a strong supporter of Science, Technology, Engineering and Math (STEM) and other select charitable initiatives, CME promotes and encourages employee community support to nonprofit organizations or educational institutions, especially for mentoring and school/student support. Most of CME's products and services are focused on the development and manufacturing of energy efficient and sustainable products such as more efficient power supplies, intelligent power distribution units, energy saving solar panels, and other electronic systems, end products, or components. (www.custom-mfg-eng.com).

CME is an Equal Opportunity/Affirmative Action Employer. *All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.*

As a U.S. defense contractor CME is also subject to additional rules and regulations regarding the hiring of foreign persons. In compliance with U.S. federal law, all persons hired will be required to verify identity and eligibility to work in the United States; CME cannot accept any person for employment who does not meet employment

eligibility requirements, E-Verify verification, and/or is in the U.S. under a student (F1 and/or OPT, J1, orM1) and/or temporary work visa. For the purposes of clarification, the I-9 defines eligibility of an employee as a: U.S. citizen, permanent resident card or alien registration card (Form I-551), a person with a temporary I-551 stamp on their passport or U.S. immigrant visa, and/or passport from the Federated States of Micronesia (FSM) or Republic of the Marshall Islands (RMI) with Forms I-94 or I-94A indicating nonimmigrant admissions under Compact of Free Association between the U.S. and FSM or RMI.

Removal Date: August 1, 2021