



Position Digital Marketing Specialist
Location Chicago, IL
Posting Date February 3, 2014

Digital Marketing Specialist

The History Factory is the heritage management agency of choice for today's leading global corporations, organizations and institutions. For over 30 years we have delivered on our mission of helping organizations discover, preserve and leverage their unique history and tell their authentic stories to meet their business challenges.

We are growing and are seeking a Digital Marketing Specialist to effectively leverage online channels, tactics and tools to engage our target audiences with our unique proposition online. We are looking for someone with experience to bring new ideas to the table. A strategic thinker, but also someone who also enjoys the challenge of hands-on implementation, and can demonstrate previous coordination and engagement of internal resources and external partners to achieve measurable results.

The right candidate will work under the guidance of senior leadership to manage digital lead generation campaigns, to develop and optimize our web presence, and to drive a social media strategy in alignment with defined business objectives. This team player will also interface with our creative and client development teams to understand often complex B2B organizational dynamics, and develop digital strategies which deliver results. The right candidate for this role will be highly competent in determining key success metrics for digital campaigns, microsites and landing pages as well as social media, and will conduct regular monitoring and reporting to make recommendations.

This position will require a minimum of 3-5-years of proven digital marketing experience as part of a corporation's marketing department, within an agency, or as part of a professional services firm. Direct experience with B2B strategies and large complex programs, and working with authentic or heritage content is preferred. Candidate should be comfortable working with colleagues in various geographic locations, and can demonstrate the ability to be effective in virtual working environments. Proficiency in MS Office Suite of products required in addition to HTML, CSS and Photoshop. General interest and daily use of existing and new web technologies is a must. A BS Degree required, MS preferred. The right applicant is internally driven, curious, intelligent, adaptable, collaborative, a strong communicator, exceptional problem solving skills, and an interest in storytelling. If this describes you and you are prepared to commit yourself to an entrepreneurial, collegial, and exceptional organization please share your resume.

In addition to interesting work in a casual and collegial work environment, we offer competitive salary, full health and dental plans, life insurance, a retirement plan and paid time off.

To apply for this position, please submit a resume and cover letter to careers@historyfactory.com.