

SPS by Bain & Company, an award-winning provider of market intelligence for the M&A community, is seeking a **Digital Marketing Specialist**. We help our private equity, corporate development, lender, and advisory clients navigate the competitive and opaque world of M&A deal origination to prioritize relationships, streamline internal processes, and improve their firm's overall performance.

You may be a great fit if:

- You have experience building and managing campaigns across B2B digital marketing channels
- You stay current on digital tools, including best practices for product marketing and tactics for demand generation
- You are both creative and analytical, able to transform raw data into compelling insights in line with strategic mandates
- You have a strong grasp of content strategy across awareness, consideration, and intent phases as well as top-of-funnel analytics
- You embrace the challenge of wearing multiple hats in a small company that is scaling quickly

Key Responsibilities & Objectives

- Configure and optimize demand generation campaigns on organic and paid channels
- Implement content calendar across web, social media, and email channels
- Develop and maintain email campaigns and landing pages using marketing automation technology, including managing subscriber lists
- Analysis and reporting of key metrics, interpreting and applying results to campaign strategy
- Supporting Marketing Manager with building and optimization of lead generation flows, including lead scoring and lead handoffs to Sales
- Mapping and developing smooth and friction-free buyer/customer journeys
- Manage release of new installments to regular series, including posting blogs to web and drafting email newsletters, as well as weekly posting on social media
- Track engagement and conversion KPIs across website, social media, and email platforms with a goal to glean actionable insights and implement improvements

Required Skills & Experience

- 2-4 years' experience in a B2B digital marketing role
- 2+ years hands-on experience with digital marketing technologies such as CMS, LinkedIn Campaign Manager, Google Ads, email sending platforms, marketing automation, social media tools
- Excellent analytical skills, with ability to create visualizations to communicate campaign-related results and recommendations
- Experience running ads on various platforms, e.g. Google Ads and paid LinkedIn, with a focus on optimization and active management
- Possess excellent verbal and written communication skills with strong attention to detail
- Ability to multi-task and manage multiple projects with little supervision
- High degree of organization, efficiency, urgency, and follow-through
- Strong collaboration and team working skills
- Intermediate level graphic design, with experience using Adobe Creative Suite a plus
- Knowledge of the M&A and private equity community, and the financial services industry in general, a plus
- BA/BS in business, marketing, communications, or equivalent degree

Digital Specialist

Location – New York, NY

Mission

The Digital Specialist will contribute to the creation and delivery of campaigns, programs, and initiatives in support of SPS' marketing, branding and lead generation goals. You will have a focus on maintaining and building out processes within digital marketing channels, including the website, social media, and email, as well as management of marketing automation activities and KPI reporting to ensure goals are met. Adopting a test-and-learn approach, you will run experiments to find new ways to effectively market the SPS product, raise its profile and build its lead pipeline. You will partner with the Marketing Manager to execute campaigns in support of the overall marketing strategy.

Compensation

Based on experience and will consist of base salary, performance bonus, 401K/ match, SPS cost sharing of medical, dental and vision plans along with available Flex Spending Account, Commuter Benefits, Voluntary Life and Long-term Disability Insurance, Wellness perks and more.

SPS employs a hybrid schedule, combining Tuesdays and Wednesdays at our in-office time at our midtown NYC location with work from home. For this role we are considering in-market candidates located near our client hubs.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, protected veteran status, or disability status.

Interested candidates should send a resume and other additional information to: info@suttonplacestrategies.com