



## Digital Marketing Assistant

Become a Digital Marketing Assistant for SLM Solutions NA, Inc., where you will work in the exciting and growing additive manufacturing market. We are looking for a candidate to work at our North American office in Wixom, Michigan.

### COMPANY DESCRIPTION:

SLM Solutions is a leading provider of metal-based additive manufacturing technology, commonly referred to as 3D printers, utilizing selective laser melting and powder bed fusion technology. Our 3D printers are designed to produce parts directly from a variety of metal powders. The customers for our metal based additive manufacturing systems come from various industries such as aerospace, energy, healthcare, and automotive. Headquartered in Lübeck Germany, SLM Solutions has approximately 420 employees worldwide.

### POSITION SUMMARY:

The Digital Marketing Assistant is an excellent communicator and creative thinker. You will use your expertise in marketing automation tools and analytics to increase our marketing funnel, conversions, and improve the online presence of the company. Our growing team will lean on you to create coordinated campaigns that support corporate messaging goals. You will be responsible for regular metrics reporting of all digital activities and to present recommendations for improvement to reach corporate marketing objectives.

### Responsibilities

#### Inbound Digital Marketing

- Identify digital advertising channels to optimize lead generation.
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content.
- Optimize our marketing automation and lead nurturing processes through email, content and social channels.
- Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.

#### Email Marketing

- Grow our email list organically.
- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).
- Create and manage various email campaigns and newsletters, working within corporate style guide and template designs.

#### Social Media

- Maintain an active presence on social media channels (LinkedIn, Twitter, Facebook).
- Create targeted social media campaigns to support and share events, customer press, industry press, etc.
- Coordinate with appropriate parties to verify and/or create custom content for social media.



## Website Maintenance

- Manage content of the company's website.
- Manage both on-page SEO and off-page SEO for the company.
- Manage and improve organic search engine performance and goal setting based on clickthrough rates, traffic, and conversions.

In addition, you will be expected to support both local and global marketing efforts including but not limited to special projects, trade show events, and graphic design as needed.

## Requirements

- BA/BS degree in digital media, marketing or two years of equivalent work experience.
- Excellent writing and communication skills.
- Proficiency in marketing automation software (HubSpot preferred).
- Proficiency in Google AdWords, Analytics and Search Console.
- Web CMS experience (WordPress, Typo3 preferred).
- Adobe Creative Suite skills.
- HTML/CSS (Not a developer level but you will need to make minor code edits).

## Preferred

- Google AdWords training or certification (Google, Cardinal Path etc.).
- HubSpot Academy certification (Inbound Marketing, Email marketing, Social Media preferred).
- German language skills a plus.

## Our Comprehensive Benefits Package Includes:

- Competitive Compensation – the starting salary for this position will be commensurate with qualifications and experience.
- Medical, dental, and vision insurance.
- Short Term Disability Insurance.
- 401K with Company Match.
- Flexible Spending Account.

**TO APPLY:** Send your resume to [careers@slm-solutions.us](mailto:careers@slm-solutions.us)

NO RELOCATION ASSISTANCE AVAILABLE.

SLM Solutions NA, Inc. IS AN EQUAL OPPORTUNITY EMPLOYER.

SLM Solutions NA, Inc. participates in the E-Verify program for Employment Eligibility Verification.