



## SourceMark, LLC

302 Innovation Drive, Suite 410  
Franklin, TN 37067

<b>Job Description: Marketing Specialist</b>	
<b>Department: Product Management &amp; Marketing</b>	
<b>Reports to: Vice President, Product Management &amp; Marketing</b>	
<b>Type of Position: Full-time</b>	<b>Hours: Hours needed to satisfy all job requirements; exempt</b>

### General Purpose:

We are seeking an experienced Marketing Specialist to join the SourceMark team. Your responsibilities will include the comprehensive creation and execution of marketing initiatives across various channels, including social media, web, national tradeshows, email marketing, and inbound strategies supporting measurable lead generation and brand growth. This position will work directly with our marketing leadership who will be setting the cross-channel strategy allowing the ideal candidate to use the latest in marketing automation tools to execute and report on cross-channel performance and measurable ROI.

Joining the SourceMark team means being part of a diverse and innovative environment where you can make a real impact on our growth and success. We are looking for someone who thrives in a fast-paced setting and is passionate about leveraging marketing strategies to drive meaningful business outcomes. If you are ready to make a difference and contribute to a fast-growing team, please apply.

### General Description:

- Write engaging and compelling content for various marketing channels, including blog posts, website pages, social media, emails, and more that support a provided 90- and 120-day cross-channel marketing strategy.
- Partner with Sales, Product Development and Product Commercialization to better understand the messaging and positioning of content created to build the product brand and leads.
- Develop content that aligns with the company's brand voice and messaging.
- Implement SEO strategies to improve the visibility of content in search engine results.
- Continually update and enhance the company website and landing pages, ensuring that it effectively aligns with marketing activities, showcases our products and value proposition while providing excellent user experience and SEO performance.
- Execute on and optimize all marketing channels, including email marketing, social media, paid search, and content marketing, to maximize brand exposure, engagement, and lead generation.
- Monitor and perform monthly analysis of all marketing channels and lead generation performance vs targeted metrics, presenting findings to marketing leadership.
- Coordinate and execute national tradeshows to increase brand visibility, generate leads, and foster partnerships.



- Other duties as assigned

**Skills/Qualifications:**

- A bachelor's degree in Marketing, Communications, Business, or a related field
- 1-2 years of experience creating written content in marketing or related field
- Comprehensive knowledge in creating and executing marketing content for various marketing channels (email, social media, paid search, blog, website, etc.)
- Understanding of key marketing tech stack tools in day-to-day execution (NetSuite, ActiveCampaign, Marketo, Buffer, Google Analytics, Google Ads, Canva)
- Proficiency in data analysis and a strong ability to monitor and interpret marketing performance metrics
- Strong project management skills, with the ability to consider task prioritization/timelines based on needs in a fast-paced environment
- Reside in or near the Nashville area for a full-time hybrid role
- B2B healthcare experience a plus

**Position Requirements:**

- Must be able to sit at a desk and work on a computer for extended periods of time
- Periodic weekend and evening work are expected
- Some travel may be required, up to 15% for tradeshow and partner meetings
- All prospective employees must pass a background and drug screening check
- Candidates are At-Will employees

**Compensation/Benefits:**

- Full Time Position
- Health, Dental, Vision insurance
- 401(k), employer match, no vesting period
- Life Insurance
- Long-Term Disability