



SourceMark, LLC

302 Innovation Drive, Suite 410
Franklin, TN 37067

Job Description: Digital Marketing Associate	
Department: Product Management & Marketing	
Reports to: Vice President, Product Management & Marketing	
Type of Position: Full-time	Hours: Hours needed to satisfy all job requirements; exempt

General Purpose:

We are seeking an experienced Digital Marketing Associate 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, and emails.
- 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.
- 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, and showcases our products and value proposition while providing excellent user experience and SEO performance.
- Execute and optimize all digital 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.



- Coordinate and execute national tradeshows to increase brand visibility, generate leads, and foster partnerships.
- Other duties as assigned

Skills/Qualifications:

- Social Media Marketing and Digital Marketing skills
- Web Analytics and Online Marketing expertise
- 2-4 years of experience creating written content for digital marketing
- Experience in creating and implementing digital marketing campaigns
- Understanding of key marketing tech stack tools in day-to-day execution (NetSuite, ActiveCampaign, Marketo, Buffer, Google Analytics, Google Ads, Canva)
- Analytical mindset with the ability to interpret data insights
- Naturally self-motivated, highly organized, and detail-oriented.
- Bachelor's degree in Marketing, Communications, or related field
- Certifications in digital marketing tools (e.g., Google Analytics, HubSpot) is a plus
- B2B healthcare experience a plus

Required Experience:

- Previous experience in a digital marketing role is a must.
- WordPress experience
- In-depth knowledge of digital marketing channels, tools, and best practices.

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 tradeshows and partner meetings
- Adhere to company required vaccinations or third-party requirements
- 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