

Digital Marketing and Social Media Specialist

GlobeStar Systems is a leader in integrated clinical communication. Our cornerstone product, Connexall[®], is an award-winning enterprise-grade IoT platform purpose-built for the healthcare industry. Connexall[®] is a sophisticated, customizable, end-to-end integration and communication platform that improves clinical workflows, reduces alarm fatigue, and drives better patient and staff outcomes.

Job Title: Digital Marketing and Social Media Specialist

Type: Full-Time

Start Date: Immediate

Location: Remote, USA

Job Description

The Digital Marketing Specialist will be a key driver in designing and executing strategies that enhance customer engagement, build brand awareness, and fuel growth. This role combines expertise in digital marketing, automation, content development, and event planning to develop and manage integrated campaigns across diverse platforms. Reporting to the Marketing Manager, you will collaborate across teams to deliver data-driven, customer-focused marketing initiatives that support Connexall's mission and goals.

Key Responsibilities

- Design and execute integrated marketing campaigns leveraging SEO, SEM, PPC, email marketing, and social media.
- Manage and grow Connexall's online presence across LinkedIn, Facebook, X (Twitter), Instagram, and YouTube, utilizing tools like Hootsuite.
- Create and optimize web content to ensure accuracy, engagement, and high performance.
- Administer and optimize marketing automation platforms (e.g., HubSpot) to build and manage outbound campaigns and landing pages.
- Analyze digital performance metrics (Google Analytics, Google Ads, etc.) and recommend optimizations to enhance ROI.
- Collaborate with cross-functional teams to create compelling marketing materials, including case studies, blog posts, data sheets, and social content.
- Develop product messaging and go-to-market strategies for new launches or updates to existing products.
- Act as the "voice of the customer," ensuring that customer needs and insights inform marketing strategies and campaigns.
- Plan and execute event logistics for trade shows, webinars, and Connexall's annual user conference, WorldConnex.

- Develop event materials, manage vendor communications, and ensure seamless execution of all event-related activities.
- Create and maintain templates, schedules, and checklists for efficient event planning.
- Conduct in-depth market research to identify trends and opportunities, leveraging findings to refine targeting and segmentation.
- Manage lead generation through CRM platforms, ensuring efficient flow from MQLs to opportunities.
- Provide regular marketing reports showcasing KPIs like lead generation, website traffic, and campaign performance.
- Partner with sales and innovation teams to align marketing initiatives with business objectives.
- Serve as a brand advocate at industry events and webinars.
- Support data governance and database management to ensure high-quality marketing operations.

Qualifications

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 3+ years of experience in B2B digital marketing, preferably in SaaS or healthcare technology.
- Expertise in marketing tools like HubSpot, Google Analytics, and SEM/SEO platforms.
- Strong skills in campaign management, social media strategy, and content creation.
- Proven ability to analyze data and translate insights into actionable marketing strategies.
- Experience with persona-based and account-based marketing.
- Exceptional written, verbal, and presentation skills.
- Self-motivated, detail-oriented, and able to manage multiple projects in a fast-paced environment.

What We Offer

- Competitive salary and performance-based incentives.
- A rich benefits package, including medical, dental, life, and long-term disability insurance.
- 401K plan with employer contributions.
- Generous paid time off and professional development opportunities.
- The opportunity to work in a collaborative, innovation-driven environment.