



## Digital Marketing Manager

### Job Description

WaterIQ Technologies is looking for a talented digital marketer to drive our demand and lead-generation efforts. We offer a collaborative, early-stage work environment with a high-performing team focused on bringing innovative ultrasonic solutions designed to defend bodies of water from algae and biofilm. Our customers consisting of Drinking Water Treatment Plants, Waste Water Treatment Plants, managed Lakes and Ponds, Wineries, and Golf Courses, all want to remove algae from their water using WaterIQ's highly effective and reliable ultrasonic technology coupled with advanced field data capture and remote monitoring.

As our Digital Marketing Manager, you will be responsible for the lead-generation engine, managing the WaterIQ Technologies website, and creating new programs to drive awareness of WaterIQ Technologies as a thought leader in the algae and biofilm remediation space. In addition, you will manage our retained paid search vendor, who is driving Google Search ad performance. As a critical member of our small marketing team, you will be part of strategy-building and shaping the content strategy, and you will work closely with our Sales team.

This is not a role that demands content writing, graphic design, or web dev, but it is a plus if you have any of these skills.

WaterIQ, through its acquisition of Sonic Solutions LLC, has had early success, and we are now ready to expand our reach dramatically. As our Digital Marketer, you will have the tools, budget, content creators, a full-service digital production agency with paid search consulting capabilities to support you.

### Your Day-to-Day:

- Conceive, develop, execute and measure outbound campaigns to target audience groups.
- Own lead-capture functionality of the website. Work in collaboration with content developers to place new content on WordPress site to optimize conversion.
- Lead the relationship with our full-service agency to maintain the website, email campaign, and any other projects you identify to support your lead-gen and lead nurturing tactics.
- Lead the relationship with the agency on paid to expand the reach and ROI of our campaigns.
- Own Google Analytics for WaterIqtech.com, tracking traffic, page performance, conversion, etc.



- Work closely with the Sales team to continually improve processes that optimize lead engagement, meeting setting, and nurturing promising prospects.
- Identify advertising opportunities, including ways to leverage our industry partners, industry events, and online trade news publications to generate leads.
- Support the development of webinars and video blogs designed to drive leads.
- Extend campaigns to include social media such as LinkedIn.
- Track and report key marketing metrics on a weekly and monthly basis.

### **What You'll Bring To The Team**

- A desire to work in a dynamic startup culture that moves fast.
- A willingness to take on ownership of a core business function in an ambitious company.
- The ability to collaborate with stakeholders virtually and work autonomously.
- A track record of managing optimized lead-generation programs.
- Expertise in marketing automation and solid knowledge of leading CRM tools such as Salesforce.
- Solid understanding of WordPress editor.
- Knowledge of metrics tracking best practices and Google Analytics.
- Graphic design, HTML, InDesign, Illustrator, or Photoshop knowledge is a plus.
- Embrace and live the WaterIQ Technologies culture

### **Qualifications**

- Typically requires a Bachelor's degree and a minimum of 4 years of related experience.
- 2+ years as part of team marketing a technical product, service, or application.

The Job Description is intended to be a general representation of the responsibilities and requirements of the job. However, the description may not be all-inclusive, and duties and requirements are subject to change.

To apply: Send cover letter and resume to [hello@WaterIQTech.com](mailto:hello@WaterIQTech.com) with the subject line: Digital Marketing Manager.