



Job Title: Digital/Marketing Specialist

Job Description:

Reporting to the VP Sales & Marketing responsibilities include CT Bakery's communications and marketing strategies as well as the company's overall branding and image. The role will consist of conducting a deep dive and analysis of the company, analyzing market competitors, defining SMART goals and tactics, preparing the annual marketing plan, creating a calendar of marketing campaigns and events to run throughout the year, allocating the marketing budget, development of new products/line extensions tied to core competencies, and managing all aspects of inner departmental tasks.

Roles and Responsibilities:

- Developing new products, line extensions and initiatives.
- Liaising in concert with Sales with customers to ensure all Marketing related and product development requirements are executed in a timely manner.
- Working with cross functional teams to set timelines for the development of new products/initiatives.
- Conducting pre-launch market research to help define the features of new products/initiatives.
- Conducting post launch research, which includes working closely with the sales team, to collect customer and consumer feedback. Transforming feedback into useful insights for the production and product development teams.
- Researching and discovering new ways to keep mature products/initiatives fresh and top of mind for customers and consumers
- Creating messaging to remind customers that our products/initiatives are best in class.
- Working with the appropriate teams, creating audience segmentations and buyer personas to create effective go to market strategies for all products/initiatives.
- Continuously researching competitors and competitor offerings
- Creating product messaging that conveys the differentiation and value of new and existing products/initiatives from others in the market to generate unique selling points.

- Identifying future trends and defining high growth opportunities in order to grow our customer base to help the business surpass its goals.
- Conducting and participating in sales and marketing presentations
- Designing all stationary, sales materials and presentations to match the new brand and voice
- Running weekly project status updates meetings to ensure projects are progressing well and remain on time and on budget.
- Ensuring customers are constantly informed about new innovations as well as the vision and roadmaps of products/initiatives.
- Providing sales enablement to ensure the sales team is fully equipped with the tools (collateral, positions, pitches, etc.) they need to sell our product/initiatives to customers.

DIGITAL MARKETING

- Working with PR companies to create and distribute the appropriate messaging for new and existing products in order to expand our customer reach.
- Ensuring that all messaging is effectively delivered to the target audience through predetermined KPIs, tracking software, etc.
- Researching, reviewing and planning opportunities for virtual and non-virtual trade shows and demos.
- Developing digital marketing strategies by staying up to date with the latest technology, conducting market research, tracking user interaction, identifying customers and consumers current and future needs, and monitoring the competition.
- Managing the creation of content such as videos, website copy, blog posts, newsletters and various promotional materials as well as the contractors/employees required to complete these tasks.
- Building, managing and maintaining the company's social media presence.
- Planning, executing and managing all web, SEO, SEM, database marketing, email marketing, social media, display advertising and retargeting campaigns as well as the contractors/employees required to complete these tasks.
- Implementing KPIs and tracking software to analyze and measure conversions as well as the success of all strategies against the defined goals. Adjusting campaigns accordingly.
- Managing website maintenance and ongoing developments, this includes an online ordering system, online payment portal, sustainability initiative, additional landing pages, internal employee portal etc.
- Utilizing a strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.