

## Job Description

<b>Title: Digital Marketing Manager</b>			
<b>Reports to:</b>	<i>Director of Marketing</i>	<b>FLSA Classification:</b>	Exempt
<b>Department:</b>	<i>Marketing &amp; Communications</i>	<b>Pay Range:</b>	\$68,000-\$75,000, commensurate with experience

### ***Job Summary:***

The Digital Marketing Manager is the operational and analytical driver of Keystone Symposia’s digital marketing ecosystem. This role owns day-to-day digital marketing execution while contributing to strategy, with responsibility for demand generation performance and the systems that support marketing across meetings and campaigns.

The Manager works hands-on to own the digital marketing ecosystem and campaign execution, while collaborating with the broader marketing team on messaging and overall strategy. This role is ideal for candidates ready to step from execution into broader ownership and strategic contribution.

Success in this role requires a highly analytical, detail-oriented professional who can interpret audience behavior, understand scientific audiences and translate insights into improved campaign performance – while still being able to craft a compelling email. This position offers the opportunity to apply digital marketing expertise in support of global scientific collaboration and discovery.

### ***Duties & Responsibilities:***

#### **HubSpot & Digital Infrastructure**

- Own HubSpot Marketing Hub architecture, including workflows, dashboards, automation, and tracking
- Build and maintain segmentation, lifecycle stages, lead scoring, and attribution models, and tracking models (UTMs, event triggers).

#### **Email Marketing & Automation**

- Build and optimize email campaigns and automated workflows using lifecycle and behavioral data.
- Write and refine email copy that is clear, compelling, and tailored to audience segments, driving engagement and conversion.

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- Manage segmentation, list hygiene, and subscriber tracking, applying testing insights to improve performance and campaign strategy.
- Ensure compliance with CAN-SPAM, CASL, and related regulations.

### Website Management & SEO

- Oversee website performance, user experience, web design, and conversion rate optimization (CRO) using behavioral data.
- Partner to shape website messaging and content to ensure clarity, relevance, and conversion effectiveness.
- Lead AEO/SEO strategy, including keyword structure, and content discoverability.
- Ensure content is structured and optimized for search performance and user engagement.

### Digital Advertising & Paid Media

- Own execution and optimization of multi-channel, digital advertising campaigns.
- Manage paid media contractors, aligning campaigns with segmentation and content strategy.
- Monitor performance and recommend channel, audience, and budget adjustments.
- Support in-kind media placements.

### Analytics, Reporting & Forecasting

- Create and maintain dashboards for marketing performance and funnel health.
- Translate data into actionable insights and recommendations.
- Identify trends and opportunities to improve digital performance.

### Marketing Operations & Process Management

- Own marketing workflows, templates, and repeatable processes.
- Maintain campaign tracking systems to ensure deadlines and deliverables are met.
- Standardize QA processes and campaign setup across initiatives.
- Manage event listings, directory submissions, and meeting-level technical aspects/automation.
- Support additional marketing campaign efforts, as needed and assigned.

### Collaboration & Cross-Functional Coordination

- Partner with the Content Strategist to align content and distribution with digital best practices.
- Collaborate with program and technical teams on digital setup and implementation needs.

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**Success in this role will be measured by:**

- Improvements in email engagement and campaign conversion rates
- Growth and effective segmentation of the audience database
- Performance and optimization of digital campaigns across channels
- Accuracy, efficiency, and scalability of marketing operations
- Actionable insights that inform and improve marketing strategy

**Supervisory Responsibilities:**

- Contractor oversight.

**Benefits:**

This position is eligible for health, dental, and vision insurance, retirement plan with employer contribution, paid time off, and other benefits.

**Required Skills & Abilities:**

- Ability to:
  - Be comfortable working with scientific and technical content (no deep expertise needed).
  - Manage multiple projects with precision and adherence to deadlines.
  - Work independently while fostering positive, collaborative relationships within the department and across the organization.
  - Proactively identify opportunities and recommend thoughtful solutions.
- Experience with HubSpot or similar CRM/automation platforms.
- Proven experience in email marketing, segmentation, and automation.
- Experience with SEO, SEM, paid digital channels, and website optimization.
- Strong analytical mindset with ability to translate data into recommendations.
- Strong communication and collaboration skills.
- HTML/CSS knowledge preferred.
- Highly organized, collaborative, and adaptable.
- HubL (HubSpot) proficiency a plus; actively explores and applies AI tools to improve efficiency and output.

**Education & Experience:**

- Bachelor's degree in Marketing, Business, Data Analytics, or related field.
- 4+ years of experience in Marketing, Business, Data Analytics, or related field.

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**Physical Requirements:**

- Prolonged periods sitting at desk working on a computer.

**We are an equal opportunity employer**

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To apply, submit a cover letter and resume [here](#).