

Payveris Job Description

Position: Digital Marketing Specialist

Location: Atlanta, GA

Are you looking to work at a high growth and innovative FinTech company? Payveris is the ONLY money movement platform that empowers financial institutions to unify and control their customers' complete digital payment experience as well as their own IT and payment operations, while also introducing innovative products that win and retain customers. We seek driven professionals who are dedicated to our mission of enabling financial institutions to transform the digital payment experience for their consumer and business customers. If want to make a difference, have a passion for technology, and your commitment to tireless innovation and achievement matches ours, we want to meet you.

We are currently looking for a talented ***Digital Marketing Specialist*** to execute on our sales lead generation and demand efforts across all digital messaging channels, including but not limited to mass email, social media and web channels. Reporting to the Director of Marketing, this position is responsible for providing support to the Payveris sales and marketing organization for strategic and tactical marketing activities. This position requires strong time management, project management, problem-solving, creative-thinking and writing skills to succeed in this role.

Essential Duties and Responsibilities

- Apply your expertise to deliver digital marketing programs to accelerate sales growth and strengthen overall market awareness for the company.
- Coordinate ongoing message strategy and execute across various digital communication channels that drive results (ie clicks, downloads, registrations, meeting requests, etc)
- Proof read messaging for clarity, grammar and spelling, while making sure it is on-brand, conveys a strong call-to-action, and follows industry best practice.
- Field all incoming general inquiries from email, social media and web channels.
- Update content on company website (ie copy, graphics, video, forms, special landing pages, etc)
- Perform keyword search research as part of the overall strategy to maintain optimum SEO and SEM.
- Work within Salesforce to maintain contacts for sales nurturing initiatives, including audience segmentation, purging non-deliverable emails and opt-outs, and documenting on campaign results.
- Deliver ad hoc and standardized weekly reporting for digital marketing campaigns, including tracking and reporting on email, website and social media channels.
- Maintain best practices in data synchronization between Salesforce and communication tools (ie email, survey, social media, etc)
- Plan and coordinate company involvement in industry conferences/tradeshows, and off-site special events.
- Participate in sales and marketing team meetings, strategy planning, skill building and professional development activities.
- Perform ongoing market research and follow trends in digital communications to proactively make recommendations for improvement of campaign effectiveness.

Qualification Requirements

The requirements listed below are representative of the knowledge, skills and abilities necessary to perform this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Knowledge:

- Bachelor's Degree in Marketing, Communications, Graphics or Business-related field (or equivalent work experience).
- 4+ years experience in digital marketing, digital communications, digital content publishing or related field.
- Understanding of financial technology industry, a plus.

Required Skills and Abilities:

- Proven hands-on experience delivering effective digital marketing campaigns via email, social media and web communication channels.
- Working knowledge of customer relationship management tools, such as Salesforce or equivalent.
- Working knowledge of marketing automation tools, such as iContact, Marketo, or equivalent.
- Working knowledge of content management system tools, such as Umbraco or equivalent.
- Data driven analytical mindset, problem-solving skills, and the ability to break down complicated tasks into their component pieces.
- Detail-oriented and well-organized, project management skills demonstrating follow through to completion, on time and on budget.
- Self-starter with excellent time management skills and ability to work without being closely managed.
- Strong written communication and copywriting skills.
- Experience utilizing 1st and 3rd party data for targeting, segmentation and personalization.
- Experience managing conversion rate optimization, A/B and MVT testing.
- Working knowledge of SEO and keyword optimization.
- Ability to manage a diverse workload in a fast-paced environment, and be flexible with occasionally shifting priorities, with consistent deadline pressure.
- Great graphic design skills.
- Special events planning and execution.
- Experience working with MS Office, particularly in Excel.
- Passion for the marketing industry and its best practices; strong desire to learn along with professional drive.

To apply for this position:

For consideration of this position, send the following to info@payveris.com

1. Your resume
2. Copy of 3-5 work samples that demonstrate your experience in digital marketing communications (acceptable file types include PDF, JPG, GIF, PNG)
3. Briefly share a success story about 3 separate programs that you worked on, including summary of the metrics achieved and what you learned from the experience

About [Payveris](#)

Payveris is the creator of The MoveMoney Platform, an Open API cloud-based platform enabling financial institutions to control, simplify, and extend digital money movement capabilities to any application or device while lowering user experience friction, significantly reducing operating costs & future-proofing the IT investment. Shift from a product-centric digital payments model to a platform-centric model today! Visit www.payveris.com to learn more.