

**Position:** Digital Marketing Manager  
**Company:** ESM INSITE  
**Status:** Full Time Employee  
**Relevant Work Experience:** 4-7 years in Digital Marketing (technology)  
**Education:** College Degree  
**Location:** Carlsbad/San Diego, California (remote position)

### About ESM

We are a tech-enabled Risk Management firm dedicated to making a difference in the Workers' Compensation, Safety & Compliance Industry. Our services include Workers' Compensation Claims Management Advocacy, Safety Management/Compliance, and a suite of technology solutions, including a digital inspection application, Learning Management System, Business Intelligence and a comprehensive subscription-based compliance library, all of which provide Business Intelligence to U.S. employers.

This is an opportunity to join a company that is in growth mode. Please visit our website for more information [www.esminsite.com](http://www.esminsite.com)

### Job Description:

We are currently seeking the right candidate who will bring value to our team by expanding our digital presence. The right candidate will utilize web technologies to identify new opportunities and increase brand awareness. Connecting and amplifying our brand with our online customers and network is your mission.

If you're a tech-savvy marketer who is creative, has innovative ideas to improve the customer experience and is comfortable working with an exciting team, let's talk!

### Responsibilities:

- Set digital marketing goals and corresponding strategies using all necessary tools (e.g., website (SquareSpace), emails, newsletters, social media and blogs)
- Establish and amplify ESM's online brand presence
- Analyze web traffic metrics and suggest solutions to boost web presence and increase lead generation
- Monitor SEO/SEM, marketing and sales performance metrics to forecast trends
- Build strong client relationships through social media interaction
- Develop marketing content for our growing technology tools
- Keep customers and our network updated on the latest technology features and products
- Review computer-based training content for formatting and content accuracy
- Keep up-to-date with our audience's preferences and proactively suggest new campaigns
- Liaise with Sales and Content teams to optimize customer experience and ensure brand consistency
- Identify advertising needs
- Identify conference/speaking opportunities for ESM's SMEs
- Establish best practices in digital marketing
- Stay up-to-date with digital technology developments
- Research products, services and current strategies to identify new opportunities

### Requirements:

- 4 - 7 years proven work experience as a digital marketing strategist
- Demonstrable experience with SEO/SEM and CRM software
- Experience implementing and optimizing Google Adwords campaigns, LinkedIn Advertising
- Solid knowledge of web analytics tools like Google Analytics, Webmaster tools, tag manager, etc.
- Experience with Mailchimp and creating newsletter campaigns
- Experience with SquareSpace and web design
- Excellent verbal and written communication skills
- Strong analytical and project management skills
- BS degree in Marketing, Advertising or relevant field

**Schedule, Hours & Location:**

- Monday - Friday
- 8:30 am – 5:00 pm
- Carlsbad/San Diego, California
- Currently a remote position with quarterly in-person strategy meetings at our Encinitas Office

**Environmental Job Requirements and Working Conditions**

- This position includes periods of telephone and computer intensive work and may require sitting for long periods of time
- All prospective employees may be required to pass a background check

Candidates can apply via our website at:  
[www.esminsite.com/careers](http://www.esminsite.com/careers)

Please no solicitation from recruiters.