Our MSEP Partner, Greenback Expat Tax Services, has an immediate need to fill the work from home position of **Digital Marketing Communications Specialist**. Please share with your military spouse community.

Greenback Expat Tax Services is a company that specializes in preparing tax returns for Americans living overseas. We are a highly energetic, positive, resourceful team working virtually across the globe. We believe that executional excellence is key to success. We are currently seeking a **Digital Marketing Communications Specialist** who wants to join us for the long term and quickly become an integral part of our fast paced, high growth business.

The **Digital Marketing Communications Specialist** is responsible for the customer experience by developing and executing customer communications campaigns and programs designed to increase customer completion, retention, deepen customer engagement and promote loyalty and advocacy of the Greenback brand.

The ideal candidate requires a unique blend of marketing project management, digital communications skills, content development, analytical and creative thinking with a passion for understanding and enhancing the customer experiences. He or she will artfully craft communications campaigns to drive customer engagement and retention, executing flawlessly every time.

Knowledge and experience with CRM (Salesforce) and marketing automation (Hubspot) is strongly preferred. Knowledge of customer lifecycle and loyalty programs, as well as a broad understanding of digital marketing concepts and strategies is a plus.

**Essential Duties and Responsibilities**

Respond to and perform a variety of functions including:

- Develop marketing and communications campaigns based on strategic vision of customer experience and lifecycle. Specifically:
  - Develop email nurture campaigns and content, understanding how to craft content to drive key behaviors
- Measure, test and optimize communication strategy and email campaigns
- Create framework, CTAs and objectives for monthly e-newsletters, writing content as needed
- Develop customer personas and maintain a solid understanding of behaviors to create communications and campaigns that drive an integrated, holistic and seamless customer journey.
- Manage Refer-A-Friend program and other customer loyalty programs by executing strategy, crafting communication objectives and analyzing success of campaign.
- Manage the customer experience by analyzing, testing and understanding the customer experience from all angles and being a champion of customer communications.
- Leverage Salesforce and Hubspot software to manage customer lifecycle marketing, customer satisfaction survey, reporting and communications.
- Gather insights, manage tracking and reporting on customer experience, customer satisfaction and other key marketing KPIs by:
  - Pulling and distributing reports using marketing automation and Salesforce
  - Reporting on weekly, monthly and quarterly KPIs to upper leadership and management team
- Oversee customer satisfaction and reviews. Execute and refine tactics to collect customer feedback. Analyze and make available to broader stakeholder team for continued optimization of marketing materials and the customer experience.
- Act as internal marketing support and brand advocate for the entire team

The minimum education requirements are:

- Bachelors Degree in a related field strongly preferred, or equivalent experience

The minimum experience requirements are:

- 3-5 years significant previous marketing or communications experience
- Incredible attention to detail and proofreading skills
- Proactive communicator and self starter, able to self-motivate and keep management and peers informed
• Content management and copy development experience
• Strong project management, analytical, creative and problem solving skills
• Communication strategy and campaign development skills
• Survey design and analysis
• Excellent written and verbal communication skills
• Demonstrated track record of increased work responsibility
• Demonstrated success with analysis and ongoing improvement of areas of ownership
• Applied knowledge and experience in the following is a plus:
  • Project management
  • Customer segmentation and personas, personalization strategies and test design
  • Content management
  • Marketing automation
  • Salesforce
  • Customer experience design
  • Agency experience

This is a work from home, full time contractor role.

*If you are interested in learning more about this exciting opportunity, please submit your CV/resume and a cover letter that describes your salary requirements, qualifications and why you are interested in working with Greenback. Your cover letter must contain a summary of your qualifications and why you are interested in working with us. Submissions that do not include a resume AND cover letter will not be considered.*

PLEASE NOTE: Due to the high volume of applications, we will only be reaching out to those who move forward to the next step of the interview process.