



Digital Marketing Specialist

Job Title: Digital Marketing Specialist
Employer: Pet King Brands, Inc.
Department: Marketing
Reports To: Director of Marketing
Location: Hybrid role with required office attendance in Austin, TX 78757, two+ days weekly, Monday through Friday.
Job Type: Exempt, Full Time
Date Posted: 2/19/2024
Expiration Date: 3/31/2024

This position's annual budgeted salary range is \$45,000-\$48,000.

Pet King Brands Inc. (PKB Inc.) is hiring a **Digital Marketing Specialist** who will be primarily responsible for enhancing brand awareness, attracting and cultivating qualified leads, increasing product sales, and boosting the online presence of PKB Inc.'s products through the practical usage of various marketing tools and techniques such as PPC, SEO, SEM, email, and display advertising. The Digital Marketing Specialist will also boost website traffic, optimize conversion rates, and generate more high-quality leads through digital channels.

Duties & Responsibilities

- Create, design, and manage website content, landing pages, microsites, QR codes, and forms to optimize user experience.
- Develop and implement a comprehensive SEO strategy that includes keyword research, content optimization, and strategic link-building to boost online visibility.
- Manage the SEO program by monitoring website health, conducting technical audits, and collaborating with web developers to ensure optimal site performance and search engine rankings.
- Execute and optimize digital marketing and advertising campaigns across multiple platforms to drive targeted traffic and conversions, including e-blasts, social media, and Google Ads.
- Optimize product listings, advertising, and customer engagement on e-commerce platforms to drive growth in DTC sales via zymox.com.
- Maximize lead qualification, refine funnel efficiency, and enhance user experience with an e-commerce conversion rate optimization (CRO) test strategy and lead scoring system.
- Measure, analyze, and report the performance of all digital marketing campaigns using data-driven insights. Assess against goals (ROI and KPIs) to make strategic adjustments.

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- Collaborate with the Marketing Program Manager to develop a comprehensive marketing strategy that engages and informs the target audience through blog posts, videos, infographics, and other content creation.
- Conduct market research to identify the latest marketing technologies, tools, trends, customer needs, and competitive landscape to update strategies and leverage them to enhance PKB Inc.'s marketing efforts.
- Excellent verbal and written communication skills, with the ability to collaborate effectively with cross-functional teams and stakeholders.
- Perform other related duties as assigned by management.

Job Requirements:

- Minimum 3+ years' experience in digital marketing, with a proven history in SEO, digital advertising, and e-commerce optimization.
- A bachelor's degree in marketing, business, or a related field is a plus but not required.
- Certifications in digital marketing, such as Google Analytics or Google Ads certification, are a plus.
- Strong experience and understanding of SEO tools such as SEMrush
- Proficient in web analytics tools such as Google Analytics, Google Ads, and various social media advertising platforms.
- Proficient in Klaviyo for CRM, marketing automation, and lead management.
- Expertise in SEO, SEM, PPC, and other digital marketing techniques.
- Proficient with PC software proficiency (Windows, Microsoft Products), data collecting, and reporting using MS Excel, Word, and PowerPoint.
- Proficient in Klaviyo, WordPress, and WooCommerce.
- Familiarity with product feed management tools.
- Familiarity with content management systems (CMS) and website optimization tools.
- Knowledge of HTML, CSS, and JavaScript.
- Experience with A/B testing and other conversion optimization methods.
- Strong analytical skills and data-driven thinking.
- Design skills to help with other design requirements as required.

Job Benefits:

- Salary range: \$45,000-\$48,000 annually
- Healthcare insurance (medical, dental, & vision) on the 1st of the following month of hire for you and your family
- Group life insurance.
- Long-term disability insurance
- Paid time off and holidays
- Company-matched retirement plan after one year

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Physical Demands and Work Environment:

- Must have a reliable mode of commuting or be willing to relocate to Austin before starting work (this is mandatory).
- The job involves physically working in a standard office environment with frequent interruptions, extensive people contact and communication, standing or sitting for extended periods, and occasionally stooping, bending, kneeling, crouching, reaching, and twisting.
- You should also be able to lift, carry, push, and pull light to moderate amounts of weight (up to 25 lbs.).
- Ability to operate office equipment requiring repetitive hand movement and fine coordination (such as a computer and a keyboard).
- Continually utilize visual acuity to operate equipment, read technical information, and use a keyboard.
- Ability to travel to other locations using various modes of private and commercial transportation as management approves.
- Finally, good verbal communication skills are essential to exchange information effectively.

Pet King Brands Inc. is a successful woman-owned company specializing in **ZYMOX®** and **Oratene®**, pet remedy-oriented consumer brands, for over 25 years. Our patented **LP3 Enzyme System** provides easy-to-use, chemical-free, antibiotic-free ear and skin remedy products and superior oral protection against breath, plaque, and periodontal disease. We have successfully sold our products to retail and veterinary locations across the US through our distributors and brokers and using integrated e-commerce platforms to sell directly to our consumers.

Please email your resume to humanresources@petkingbrands.com to join our family and drive our growth forward into the future.

Pet King Brands Inc. does not accept unsolicited resumes from search firms or agencies. Any resume submitted to any employee of PKB Inc. without a prior written search agreement will be considered unsolicited and the property of PKB Inc.

Pet King Brands Inc. is an Equal Opportunity Employer. Employment opportunities are available to all qualified candidates regardless of race, religion, gender, gender identity, sexual orientation, national origin, age, military or veteran status, disability, or any other characteristic protected by applicable law.

The above is intended to describe the general content of and requirements for the performance of this job. It should not be construed as an exhaustive statement of duties, responsibilities, or physical conditions. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

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