

Digital Marketing Specialist

Atradius

The Atradius Group provides trade credit insurance, surety and collections services worldwide, and has a presence through 160 offices in 52 countries. The products offered by Atradius protect companies around the world against the default risks associated with selling goods and services on credit.

At Atradius, we believe in personal development and the Growth Mindset. Our Culture is based on teamwork, reliable accountability, constantly improving and unrivalled service.

Read on more on our Career site: <https://careers.atradius.com/en/careers>.

Department Description

Marketing

Job Description

Are you a seasoned digital marketing professional with a passion for driving results in the financial services industry? We are seeking a dynamic and motivated Digital Marketing Specialist to join our international marketing team. As the Digital Marketing Specialist for North America, you'll play a pivotal role in expanding our online presence and engaging with our diverse clientele across the USA, Canada, and Mexico. This is a hybrid opportunity based in the Baltimore/Hunt Valley area, with an expectation to work in the office two days per week.

In this position your key responsibilities will be:

- Plan, execute, and optimize digital marketing campaigns across various platforms including Google Ads, LinkedIn ads, and other social media channels.
- Collect and analyze data to measure campaign performance, website traffic, and customer behavior, providing actionable insights to enhance marketing strategies.
- Manage and maintain the company's website using a Content Management System (CMS), ensuring content is up-to-date and engaging.
- Utilize Customer Relationship Management (CRM) software, Salesforce.com, to nurture and track leads, enhance customer engagement, and support sales efforts.
- Collaborate with an international team to align digital marketing efforts and share best practices.
- Support and develop Marketing Automation Platforms (MAP such as Marketing Cloud / Pardot, HubSpot)
- Develop and understand keyword strategy to enhance content creation and messaging across digital channels.
- Maintain a keen eye for detail to uphold the quality and accuracy of all digital assets.
- Provide support and training to team members, and contribute to ongoing learning initiatives.
- Report to the Regional Head of Marketing on campaign performance, trends, and future recommendations.

What qualification should you have? The ideal candidate will have the following profile:

- Bachelor's degree in Marketing, Business, or related field.
- 2+ years of hands-on experience in digital marketing, including Google Ads, LinkedIn ads, and social media management.
- Strong analytical skills to interpret data and make informed decisions.
- Experience with Content Management Systems (CMS) for website maintenance and analyzing digital traffic data.

- Proficiency in using a CRM and MAP, preferably Salesforce.com and Pardot, to manage leads and customer interactions.
- Experience in the financial services industry is a plus but not mandatory.
- Excellent attention to detail and ability to manage multiple projects simultaneously.
- Proactive and positive “can do” attitude with a drive to achieve results.
- Effective communication and collaboration skills within an international team.
- Hybrid working schedule with presence required in the office some days of the week.
- May be required to travel domestically and internationally a couple of times a year.

What do we offer?

- Competitive Salary:** \$60,000 - \$68,000 annually, dependent on experience level with a 10% bonus potential.
- Paid Time Off:** 3 weeks vacation, 8 floating holidays, 6 sick days, maternity and parental leave, office closure holidays.
- Flexible Working:** Hybrid model with 3 days remote and 2 days onsite.
- Insurance:** Medical and dental plans with shared premiums, Vision, Disability and Life Insurance fully paid by company.
- Retirement Plan:** 401k with 100% company match up to 6% of salary contributions and annual profit share, pre-tax and Roth options.
- For more information check out our career page at: United States - [Working at Atradius](#)

Equal opportunities for all

The success of our organization stands with the quality of our people and the ideas they have. Insights and innovative solutions for our customers are the result of an interplay of cultures, knowledge and experience. That is why diversity is extremely important to Atradius. To ensure that all colleagues within Atradius can develop their qualities, we promote an inclusive culture in which everyone feels involved and valued. We encourage and welcome everyone to apply to our positions.

Do you have any questions about our offer?

Susan PAULSON, Human Resources, is available by e-mail at susan.paulson@atradius.com.

I am Atradius! - Do you want to know who we are?

Get to know Atradius colleagues in this video:

<https://www.youtube.com/watch?v=NnsgT04OpTU&t=4s>

Atradius is a global provider of credit insurance, bond and surety, collections and information services, with a strategic presence in over 50 countries. The products offered by Atradius protect companies around the world against the default risks associated with selling goods and services on credit. Atradius is a member of Grupo Catalana Occidente (GCO.MC), one of the largest insurers in Spain and one of the largest credit insurers in the world.

You can find further information on our website: <https://group.atradius.com>