

MARKETING SPECIALIST

About SafeSend

At SafeSend, we are automating the tax and accounting profession with innovative, emerging technologies. We help accounting firms and tax practitioners work more efficiently and better serve their clients. We are driven by our vision and are always on the lookout for talented, team-oriented people who want to help us continue to push forward. Join us and work in an exciting environment, with some of the brightest and most creative people in technology!

Opportunity Overview

We are looking for a thoughtful **Marketing Specialist** to oversee a variety of paid digital advertising campaigns, lead-generating webinars, and industry events. The ideal candidate is detail-oriented, understands the campaign process from start to finish, and is comfortable analyzing data to optimize campaigns to success. Additionally, the ideal candidate will be comfortable making industry connections and working with respected publications, groups and associations, and thought leaders to fulfill event sponsorship obligations throughout the year. This position is based in our Ann Arbor, MI office and reports to the Director of Marketing.

Responsibilities

- Oversee the execution and management of various pay-per-click and remarketing campaigns on a variety of ad networks.
- Analyze data to determine campaign efficiency.
- Contribute to marketing strategies for paid campaigns and coordinating organic content on the website and/or social media.
- Ownership of all technical aspects of Salesforce and Pardot, including data migrations, data quality, systems integrations, 3rd party applications, and campaign setup & execution.
- Oversee the coordination of SafeSend participation in various webinars, live events, and virtual events within the tax and accounting profession, including acting as a point of contact for partners/vendors, gathering and sending materials, coordinating with internal speakers and participants, and meeting all due dates and deadlines.
- Manage additional advertising placements associated with industry/event sponsorships.
- Build relationships with internal SafeSend product enthusiasts and professional groups/associations.

Qualifications/Skills

- 5+ years work experience in marketing/advertising.
- 2+ years' experience with Salesforce and Pardot, certifications preferred.
- Experience in setting up and optimizing Google Ads, Facebook Ads, and LinkedIn Ads, using campaign & testing results to make data-driven adjustments.

- Experience coordinating live and/or virtual events.
- Up to date on the latest trends and best practices in online marketing.
- Team player with good collaboration and listening skills.
- Detail-oriented.
- Knowledge of the public accounting space or professional tax preparation preferred.

Why join SafeSend?

We love serving our customers, making technology tools that help people, and being part of a vibrant organization that is team oriented. These characteristics are part of the reason our flagship solution, SafeSend Returns® is a multi-year technology innovation award winner. We deliver on our promise to offer best-in-class software design and customer service.

We offer a competitive compensation and benefits package including company-paid health benefits, company-matched 401 (k) plan and Section 125 plan. We provide an environment that encourages a healthy lifestyle promoting work/life balance and overall employee well-being. We also offer paid vacation time off, sick leave and holidays. Our new Ann Arbor office is where we plan to continue to grow and we are looking for new team members to contribute to our culture and makes us an even better organization.

For immediate consideration, submit your cover letter and resume to careers@safesend.com and reference **Marketing Specialist** in the subject line.

SafeSend is an EEO and Affirmative Action Employer of Females/Minorities/Veterans/Individuals with Disabilities. All employment decisions shall be made without regard to age, race, creed, color, religion, sex, national origin, ancestry, disability status, veteran status, sexual orientation, gender identity or expression, genetic information, marital status, citizenship status or any other basis as protected by federal, state or local law.