



UW Solutions

The science beneath the surface

Digital Marketing Manager

Position Overview

Our Client, UW Solutions is a leading manufacturer of advanced surface coated products that deliver unmatched performance, durability, and sustainability. Through years of research, development, and innovation, they have created best-in-class solutions across several key business segments including HD printable materials (ChromaLuxe® and Unisub® brands), industrial flooring systems (ResinDek®), and Engineered coatings (R&D Coatings®).

UW Solutions is expanding their Marketing team and is seeking a **Digital Marketing Manager** who will play a vital role in enhancing the company's online presence, while ensuring that user experience exemplifies each brand to drive customer acquisition and retention. This person will be responsible for the optimization of websites and use analytics to guide strategic planning for existing and new content, positioning of products and services, and use best practices for information architecture, content strategy, navigation, multimedia, SEO and accessibility.

Are you a dynamic Digital Marketing specialist with a creative and analytical mind, skilled in driving website growth? If so, let's talk!

Key Activities

- Develop and execute digital marketing strategies across all digital channels to achieve business goals and objectives for all brands.
- Monitor and optimize the health and performance of brand websites, identifying issues and taking action to resolve them. Perform regular site audits for technical SEO errors.
- Manage each brand's online presence to ensure website optimization, user experience, and search engine optimization (SEO) are in line with industry best practices.
- Execute and monitor paid advertising campaigns, including budget allocation, keyword targeting, ad copy, and landing page optimization.
- Analyze digital marketing KPIs and metrics to measure and improve campaign performance, using tools such as GA4, Google Ads, Semrush and Google Search Console.
- Create landing pages for marketing campaigns.
- Be a liaison between UW Solutions and web vendor/host to manage open tickets, development work, or related inquiries.
- Collaborate with the marketing team suggesting content that will foster customer acquisition and growth revenue based upon data interpretation.
- Collaborate with cross-functional teams, including sales, product management, and new business development, to advance integrated marketing initiatives and ensure consistent brand messaging for each business segment.

- Track and report on digital marketing performance regularly, providing insights and recommendations to key stakeholders.
- Stay up to date with the latest digital marketing trends, technologies, and best practices, and provide recommendations to improve the company's digital marketing approach.
- Perform other duties as assigned.

Qualifications & Requirements

- Bachelor's degree in Marketing, Communications, or a related field or equivalent experience.
- 5+ years' of direct hands-on experience executing, running, and managing digital display campaigns, SEM campaigns (Google/Bing ads), and social media ads in a B2B environment.
- Extensive understanding of SEO, Semrush, WordPress, web design principles, HTML/CSS and Microsoft Office.
- Experience at a B2B organization is highly desired.

Skills & Abilities

- Proficient in measuring digital marketing activities using the best practices and tools for digital success.
- Experience with Adobe Creative Cloud and CRM platforms (Hubspot or similar marketing automation) is preferred, but not required.
- Understanding of the practical application of social media in B2B marketing.
- Exceptional written and verbal communication skills, with strong attention to detail.
- Ability to manage multiple projects simultaneously and meet deadlines with a sense of urgency.
- Strong analytical skills, data-driven mindset, and a creative thinker with problem-solving abilities.
- Passion for all things digital marketing!
- Up to 15% travel for trips to other brand locations and tradeshow as necessary.

Further Information

Other perks of working at UW Solutions include a competitive salary, profit sharing plan (2% of annual salary), 401(k) plan with company match, professional development opportunities, employee assistance program (EAP), tuition assistance, medical, prescription, dental & vision insurance, vacation time & 11 paid company holidays, short and long-term disability, health & wellness program, flexible schedule & work-life balance

A Slice of HR is partnering with our client on a fee for service basis. If interested, please email your resume to emily@asliceofhr.com