

Corporate Headquarters  
1100 Pontiac Court  
Bushy Run Corporate Park  
Export, PA 15632

West Coast Distribution  
5530 South Arville Street  
Suite L  
Las Vegas, NV 89118

Central Distribution  
14201 Sovereign Road  
Suite 141  
Fort Worth, TX 76155



**Position:** Digital Marketing Strategist

**Department:** Marketing

**Job Status:** Full Time

**Reporting to:** Director of Marketing

**Location:** Export, PA

Karndean Designflooring is looking to hire a Digital Marketing Strategist. This person will be responsible for supporting the growth and expansion of Karndean USA through researching market trends, residential and consumer behaviors, and market competitors to implement an effective digital marketing strategy. Supports a broad range of digitally focused marketing activities and contributes to creating brand awareness for Karndean's products and services among customers and consumers.

**Responsibilities will include, but are not limited to:**

- Work closely with global digital marketing team to maintain and update the Karndean Designflooring USA website focusing on on-site SEO (content, meta-data, etc.) and off-site SEO (social media, link building, etc.)
- Create or edit web page content and imagery. First point of contact for internal support and development in the daily running of the site.
- Coordinate and implement the update of all digital assets relating to product launches (Sitecore CMS, Karndean apps, E-mail workflows, our Floorstyle tool, etc).
- Coordinate with Communications Manager to schedule social media postings and content for online platforms like Facebook, Twitter and Pinterest as needed.
- Working with retail and commercial channel managers, identify content creation opportunities to reach target audience, drive website traffic, and boost engagement to generate positive brand advocates.
- Analyze digital activity using insight gained from Google Analytics and other monitoring tools. Provide monthly reporting on web and app performance and effectiveness.

**Required Skills**

- Bachelor's degree in marketing, computer science or other related field
- 3-4 years relevant experience in customer-driven digital marketing
- Good understanding of Google Analytics, SEO and its implications on website ranking
- Experience using WYSIWYG web content management system, ideally Sitecore or Episerver
- Strong written and verbal communication skills
- Strong organizational and project management skills with attention to detail and the ability to multitask
- Video production experience and history working within a global team is a plus

