

ARGUS International, Inc. is Growing *Marketing Specialist Position Available*

ARGUS International, Inc.: Founded in 1995, ARGUS is the worldwide leader in specialized aviation services that allow organizations around the globe to improve their operational and business decision making. Our mission is to exceptionally deliver relevant and valuable information solutions to the Business Aviation, Air Carrier, Rotary Wing, UAS, and the overall Aerospace marketplace.



ARGUS is currently seeking a Marketing Specialist to join our team. This position will work at our Denver, CO location. The Marketing Specialist position requires a dedicated individual to manage the execution of tactical marketing elements for the company. This person is responsible for the implementation of marketing campaigns and initiatives to meet organizational revenue and growth objectives. The Marketing Specialist will develop and execute digital marketing campaigns, and will assist with tradeshow and conference planning, execution and logistics for all lines of business within ARGUS International. This position requires interface with the sales organization, senior leadership team, customers, prospects, media contacts, and other industry representatives.

Individual responsibilities will include, but not be limited to, the following:

Email Communication Program Management

- Manage all email lists and audience segments, including deliverability maintenance tasks (unsubscribes, inactive, bounces, etc.)
- Own deliverability and email health, best practices, sender reputation and IP health and associated tools
- Administer marketing database(s) which includes client and prospect information, email and traditional mailing list applications, by product, etc.
- Continually review and update the prospect lists as necessary to grow the business and keep up with new markets and product/service initiatives.
- Email recurring product newsletters and reports to ARGUS customers
- Conduct overall A/B email testing strategy including planning, format, frequency, execution, and sharing/implementing results to increase email performance
- Develop campaigns and strategies aimed at increasing email lists
- Source and modify graphic assets to support all email communications
- Produce original content for email marketing campaigns with assistance from product teams.
- Execute on approved monthly Marketing Calendar to include required email, direct mail, and other campaigns. Monitor and report on the results of marketing initiatives.
- Prepare monthly reports relative to digital marketing efforts and metrics.



Social Media Program Management

- Initiate and manage the company's Social Media content calendar and social media activities including the execution of posts on various platforms including (but not limited to) LinkedIn, Facebook, YouTube, and Twitter.
- Execute the company's social media presence.
- Execute on approved monthly Content Calendar to include required BLOG, webinars, and other digital campaigns. Monitor and report on the results of marketing initiatives.
- Prepare monthly reports relative to digital marketing efforts and metrics.

Digital Online Management

- Oversee the execution and optimization of Pay-Per-Click marketing campaigns across all product lines, resulting in qualified leads for the sales team.
- Improve corporate website's SEO through continuous content and keyword analysis and refinement.
- Prepare monthly reports relative to digital marketing efforts and metrics.

Trade Show Management

- Assist in the planning, preparation, and execution of corporate communications surrounding many tradeshow and conferences throughout the year.
- Work collaboratively with the Marketing and Sales teams to oversee the company's involvement in various industry networks and associations.

Public Relations

- Assist in creating external company communications, press releases and customer/industry facing materials, ensuring maximum exposure of the release to the appropriate audience and track published results.

Other activities and initiatives as directed by the Marketing Manager.

Minimum requirements:

- BS Degree in Marketing or similar discipline required
- Detail-oriented with the ability to manage projects from beginning to end with defined, positive results
- Strong content writing, editing and proofreading skills (Writing samples will be requested)
- Ability to work well under tight deadlines
- Excellent verbal and written communication skills
- Must be creative and willing to accept input from multiple sources
- Email marketing experience is a desired
- WordPress experience is highly preferred



- Marketing automation, Salesforce or other CRM experience is a plus
- Experience with website SEO and PPC management

Why Chose ARGUS? ARGUS is an equal opportunity employer. Full time benefits will include; 401K Match, Medical/Dental/Vision Insurance, Paid Vacation and Holidays, Flexible Schedules, Competitive Salary with casual atmosphere.

Please register to submit your cover letter and resume at:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=3363cb93-dd75-4c54-b4a1-8f276f42c007&ccid=19000101_000001&jobId=315110&source=CC2&lang=en_US



6021 South Syracuse Way
Suite 301
Greenwood Village, CO 80111



+1 513.852.5110
+1 800.361.2216



argus.sales@argus.aero