

SmartTouch® Interactive –
Digital Marketing & Technology Support Analyst

SmartTouch® Interactive is seeking a highly-driven Digital Marketing & Technology Support Analyst to become a part of our Digital Marketing and Implementation & Support teams. If you are seeking to join a dynamic, fast-growing technology-enabled service marketing agency, we'd love to meet you!

SmartTouch® is a lead gen digital marketing agency and lead-nurturing CRM/Marketing Automation solution provider. This will be an ideal job for the statistics and data guru who likes working with a full spectrum of tracking solutions.

The position will provide an opportunity to contribute across all teams, but your primary responsibility will be in business analysis on the Digital Marketing team and customer support on the CRM Implementation & Support team.

This is an in-office position so applicants must be based in Austin or willing to commute.

Ideal Candidate will have:

- 2-3 years of digital marketing experience or MBA graduate student who is a marketer with an affinity for data analysis.

- Keen attention to detail and documentation.
- Ability to automate repetitive tasks.
- Proven ability to drive projects and initiatives from start to finish.
- Willingness to wear multiple hats and pitch in where needed.
- Ability to collaborate effectively with all levels and functions.
- ***Google Analytics experience is required.***
- ***Experience working with CRMs is a plus.***
- ***Advanced user in Excel is a plus.***
- ***Programming experience is a plus.***

Digital Marketing Analyst Responsibilities:

- Analyze CRM client data reports and provide key insights to account management and digital marketing teams.
- Assist in running client reports from CRM, analytics, and other reporting platforms as needed.
- Quality assurance and testing of client landing pages/email campaign metrics.
- Work with Digital Marketing Team and assist SEO Specialist with Google Analytics event tracking and goal completions set up.
- Help put together client scoreboards.

Implementation & Support Responsibilities:

- Assist Implementation & Support Manager with CRM client onboarding.
- Assist in providing help desk level one support for NexGen clients as assigned.

- Be assigned a list of accounts that you will serve as client advocate.
- Provide from time to time training of reports module and saved searches in CRM for clients.

SmartTouch® Interactive Culture:

- We work hard and play hard – this is not a typical 9-6 opportunity.
- Passionate about sports, animals, and loud noises
- We would never be described as faint-of-heart
- We put our team members first – if one person is happy, we're all happy.
- Did we mention sports is life? (only for about half of the office)

\$36,000.00 – \$45,000.00 annual starting salary based on experience. This position creates a next-level opportunity to work with the software Implementation & Support Team in a dedicated role, and the opportunity to become a Marketing Business Analyst as a full-time role as the company grows and scales.