



Director Digital Marketing

Location: Westwood, MA

Surgical Specialties Corporation is focused on developing innovative and reliable surgical products. Our products are distributed worldwide by sales and marketing professionals recognized throughout the industry for their clinical expertise and outstanding customer service.

Reporting to the VP of Marketing, the Director of Digital Marketing will play a central role in developing a comprehensive digital marketing strategy, establishing the required infrastructure, and executing the marketing plans. In collaboration with the Product Marketing team and agency partners, you will maximize traffic, lead generation, customer acquisition, engagement, and retention through all digital channels including web, e-commerce, email, and social media.

PRIMARY RESPONSIBILITIES

- Enhance end-to-end customer experience across digital channels and customer touch points.
- Develop new and creative growth strategies through digital marketing.
- Identify critical conversion points and drop off points and optimize user funnels.
- Manage eCommerce system and identify potential enhancements.
- Build targeted email campaigns and manage CRM database and segmentation.
- Create and manage PPC campaigns with Google and Facebook Ads. Experience with retargeting.
- Plan and manage Social Media Channels
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs). Deliver monthly status report to management.

REQUIREMENTS

- Minimum 5 years of professional experience in digital marketing.
- Proven and deep experience managing paid media campaigns.
- Proven experience in developing email marketing programs.
- Excellent verbal/written communication, presentation and storytelling skills
- Strong quantitative, analytical and problem-solving capabilities
- Organized and process-oriented with the ability to juggle multiple tasks simultaneously.
- Experience working with
 - Marketing Automation (Hubspot)
 - PPC platforms (Google Ads, Facebook Ads, LinkedIn Ads)
 - Web Analytics (Google Analytics)
 - CMS (WordPress, WooCommerce)
 - SEO

At Surgical Specialties (SSC) we value our employees and we expect them to share our Corporate Values.

SSC Value and Leadership Traits

PRIDE

- **Passionate Customer Service**
- **Relentless Commitment to Quality**
- **Intensely Collaborative**
- **Drive for Results**
- **Entrepreneurial and Ethical**

Please send resume to HRSSC@surgicalspecialties.com

Surgical Specialties Corporation is an Equal Opportunity Employer M/F/D/V