



POSITION: Global Interactive Marketing Specialist

REPORTS TO: Global Marketing Director

Job Summary: The Global Interactive Marketing Specialist develops and executes interactive and online marketing initiatives with direction and support from the Global Marketing Group. Specifically, the Specialist is responsible for increasing brand awareness and enhancing Giant's conversation with consumers by developing, launching and managing various online and new-media marketing initiatives involving Web site and social-network development, interactive content development, and marketing communications campaigns.

Responsibilities:

- Coordinate the development and maintenance of Giant's global Web site infrastructure, and act as the liaison between Giant and its Web site development partner
- Coordinate the development of interactive content to bring the Giant brand and product to life (social networks, Web-based videos, Web banners, etc.)
- Provide on-going support to local countries to optimize their Web presentation and communication within the global Web site infrastructure
- Participate in the development, management and execution of online strategic marketing plans and goals to increase brand awareness, enhance the consumer Web experience and drive sales
- Research and implement new and unique marketing campaigns/tools to ensure that interactive and digital marketing campaigns are up to date, competitive, and effective
- Analyze site traffic and behaviors to monitor and maximize ROI
- Review online approaches, creative strategies, and ongoing optimization of online marketing campaigns, including search engine optimization (SEO).
- Manage and distribute Global Marketing assets, including photography, design templates, videos, etc.
- Provide general marketing administrative support as needed

Qualifications

- BA/BS in Business, Marketing, Information Technology or related field
- 2+ years marketing-specific experience in Web site development and interactive marketing
- Proficiency in technical and creative aspects of online practices including optimal coding, site architecture, Web analytics tools, content management systems, user experience, interface design, and data integrations
- Familiarity with social media and interactive content such as Web feeds, apps, blogs, forums, and podcasts
- Strong project management skills with ability to work under pressure and frequent deadlines
- Strong written and oral communication skills
- Ability to travel internationally to Asia and Europe
- Strong interest and passion for cycling

***Qualified candidates please submit your resume and salary history with cover letter to HR@giantbicycle.com. **NO PHONE CALLS PLEASE.**