

## Online Marketing Specialist

**Location:**  
San Diego, CA or Bethesda, MD

**Reports To:**  
Director of Marketing

**Description:**

CSA Travel Protection and Europ Assistance, part of the Europ Assistance Group, are looking to expand our marketing group by adding an Online Marketing Specialist who will be responsible for all of our online activities including websites, online marketing and social media.

This person will be responsible for developing and writing content, developing online marketing campaigns, and managing sites as well as social media profiles. Well versed in online technology, this marketing-focused person will work with technology providers, know the mechanics of site architecture, UI, SEO/SEM, campaign optimization as well as web analytics. This person will work extensively with internal and external parties to successfully do his/her job. In this role, you will help our internal sales group as well as our clients develop and manage their online and social media strategies from inception through launch.

**Main Functional Areas of Responsibility**

- Manage EA/CSA corporate web sites (25%)
  - Develop and manage content to keep the sites engaging and informative, adhering to brand guidelines/standards, liaise and work with the parent company and agency
  - Manage lead forms, content updates, search optimization, visitor path analysis, usability and competitor analysis
  - Work with compliance to ensure content is appropriate and approved with proper tracking for auditing purposes
  
- Manage e-commerce sites and client implementations (25%)
  - Ensure e-commerce best practices are being implemented
  - Work with development teams (in US and Paris) to implement client sites and client B2B2C ecommerce programs
  - Develop promotions and landing page for client e-commerce programs by leading strategy and providing direction to internal design and development teams to build out online promotions, e-commerce landing pages, etc.
  
- Manage client member portals (25%)
  - Develop content for online member portal
  - Manage client/white label sites and serve as main POC for client administrators
  - Implement new client portals (add client content, branding, help train clients on how to use it, etc.)
  
- Manage social media presence (25%)
  - Develop and write content for social media profiles with specific focus on blog and work in tandem with outside consultant to maintain and grow our social media presence

**Required Technical Skills:**

- Understanding of Search Engine Optimization best practices
- Experience with social media platforms such as LinkedIn, Twitter, Facebook and blogging
- Experience writing and optimizing content for the web
- Understanding of web technologies such as HTML, CSS, Web Services and Content Management Systems (Drupal and WordPress)
- Understanding of best practices for site design, architecture and user interface for both content and commerce sites
- Experience developing successful online marketing advertising and promotion campaigns

**Qualifications / Requirements:**

- Bachelor's degree in Marketing, Business or a related field
- A minimum of three years of experience with managing website content, online marketing strategy and social media content and/or e-commerce
- Experience in the travel or insurance industries preferred.
- Exceptional written and verbal communication and presentation skills.
- Knowledge of HTML, CSS and PHP as well as content management systems; Flash experience a plus.
- Must possess solid organizational and detail-orientated expertise and the ability to handle numerous projects at one time.

Interested candidates should send a cover letter and resume to Rita Manu at [RManu@EuropAssistance-USA.com](mailto:RManu@EuropAssistance-USA.com).