



**ASCENDX**  
DIGITAL

## Digital Marketing Specialist

### About the Role

We are seeking a skilled and energetic **Digital Marketing Specialist** to support partner marketing programs for our global clients. This role focuses on enabling through-partner marketing automation (PMA), building engaging digital campaigns, and ensuring seamless onboarding, education, and support for partners. You will collaborate closely with cross-functional teams to enhance partner engagement, optimize marketing strategies, and deliver measurable results.

### Key Responsibilities

#### 1. Through-Partner Marketing Automation (PMA) Support

Assist with the creation of global technology marketing campaigns including:

- Building landing pages that are professional and engaging
- Creating associated Email and social media marketing
- Collaborating with search engine marketing teams
- Building campaign calendars and execute marketing activities
- Develop and manage partner communication plans and calendars to maintain engagement and program awareness.
- Handle coding, loading, and scheduling social media posts and Email campaigns.

#### 2. Partner Onboarding & Education

- Organize and lead group onboarding sessions to guide partners in setting up their marketing platforms.
- Provide one-on-one technical and strategic support to partners, including creating LinkedIn company accounts where needed.
- Train partners on utilizing marketing tools such as social media integrations, email list uploads, and co-branding documents.
- Deliver social selling sessions to partners.

#### 3. Program Management & Reporting

- Work and communicate directly with client marketing teams
  - Monitor partner accounts, identify technical issues, and follow up to ensure resolution.
  - Track lead management processes and ensure partners are effectively receiving and utilizing leads.
  - Regularly meet with internal teams and partners to review progress and plan improvements.
-

## Qualifications

- **Experience:** Digital marketing experience is an asset, but this job would also suit a new grad.
  - **Skills:**
    - Knowledge and understanding of marketing automation platforms and social media tools.
    - Exceptional communication skills.
    - Analytical skills for performance tracking and reporting.
    - Proficiency in creating engaging content and executing marketing campaigns.
    - Strong proficiency in Microsoft Office tools (Word, Excel, PowerPoint) is required
  - **Education:** Diploma or degree in digital marketing (or equivalent experience)
  - **Tools & Platforms:**
    - Required: Familiarity with social media marketing, email marketing platforms, basic graphic design tools (ex. Canva), and Microsoft office tools (Word, Excel, PowerPoint)
    - Desired: Experience with ChatGPT, WordPress and other web tools, video creation tools, SEO.
- 

## Why Join Us?

- Work on innovative marketing programs that drive measurable business impact.
  - Collaborate with a dynamic team and global technology clients.
  - Opportunity to grow and specialize in through-channel marketing strategies.
- 

## Work Environment

- This is a 100% work from home position
- 

## Compensation

- \$60,000/year, 3 weeks paid vacation, company benefits
- 

## Our commitment to diversity and inclusion

At AscendX Digital, we celebrate diversity in all its forms and are committed to building an inclusive workplace where everyone can thrive. We believe that diverse perspectives drive better ideas and stronger results.