



DIGITAL MARKETING SPECIALIST

DIVISION:	USA	JOB CODE:	2401
LOCATION:	Corporate	JOB FUNCTION:	Marketing
DEPARTMENT:	Sales	FLSA STATUS:	Nonexempt
REPORTS TO:	Global Marketing Mgr.	EFFECTIVE DATE:	07/23/26

JOB SUMMARY

Support the development and execution of practical, performance-driven marketing programs with a strong focus on digital marketing. Keep Pyrotek's website current and commercially relevant, support digital advertising, email marketing, search engine optimization (SEO), answer/AI engine optimization (AEO), and marketing analytics. Work closely with Sales, Product Management, and external partners to translate technical products and applications into clear commercial value for customers and help improve the effectiveness of Pyrotek's marketing content, campaigns, and digital presence.

QUALIFICATIONS

Education/Experience

Bachelor's degree in Marketing, Communications, Business, or related field, plus a minimum of three (3) years of marketing, digital marketing, content marketing, or related business experience; or equivalent combination of education and experience.

Experience in manufacturing, industrial products, metallurgy, or related technical industries preferred.

Knowledge/Skills/Abilities

Marketing Skills. Working knowledge of core marketing principles, including customer personas, messaging, content planning, campaign execution, demand generation, digital advertising, email marketing, SEO, AEO, and website content management. Ability to quickly learn technical products and markets, and connect marketing activities to business objectives and customer needs.

Relationship and Content Development Skills. Ability to build productive relationships with Sales, Product Management, technical experts, and external vendors to develop relevant marketing content, including website copy, case studies, application stories, campaign assets, and sales-support materials. Ability to learn technical products and translate features, applications, and customer problems into clear commercial value.

Analytical Skills. Ability to use marketing analytics to track performance, identify trends, and make data-driven recommendations. Ability to build, maintain, and own marketing performance dashboards that communicate website traffic, campaign performance, lead generation, content engagement, SEO/AEO progress, and return on marketing investment to company stakeholders.

Core People Skills. Must work positively and collaboratively with a diverse group of people at all levels of the organization and across the globe. Genuine with high ethical standards and values, and personal integrity and honesty. Displays humility and adaptability. Ability to apply a large measure of common sense to a variety of situations. Entrepreneurial attitude toward work center excellence.

Communication Skills. Ability to speak clearly and persuasively in positive or negative situations, listen and obtain clarification, and respond well to questions. Proficiency in writing clearly and concisely and editing work for spelling and grammar. Ability to vary writing style to meet business needs. Must be able to appropriately seek, receive, and apply feedback and input from various business partners and customers.



Computer/Applications Skills. Proficient MS Office computer skills, including Word, Excel, PowerPoint, and SharePoint. Familiarity with website content management systems, Google Ads, LinkedIn advertising, email marketing platforms, SEO tools, analytics platforms, and dashboard/reporting tools. Familiarity with AI tools to create compelling copy, graphics, and other multimedia content. Working knowledge of Adobe Creative Suite, video production, marketing automation, and web development processes are a plus.

Core Business Skills. Ability to exercise sound judgement and discretion in handling of proprietary and confidential information. Displays willingness to make decisions and work independently, without significant direction and to use resources effectively to “figure it out.” Strong critical thinking skills, judgment and keen attention to detail and accuracy. Ability to work collaboratively within a matrix environment. Exceptional prioritization, time management and organizational skills. Ability to write routine reports and correspondence. Highly organized, detail oriented and self-disciplined. Experienced in developing processes for planning, executing, and measuring significant volumes of tasks of a strategic and tactical nature.

Professional Investment. Demonstrated commitment to personal professional development and life-long learning.

Flexibility/Travel. Exhibit flexibility in work schedule and perform beyond a normal workday when business needs require. Ability to travel domestically and internationally up to 25%. Valid U.S. Passport or ability to obtain.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

1. Apply knowledge of Pyrotek’s customers, products, applications, and industry verticals to identify the customer personas, buying needs, and value propositions that should shape marketing content and campaigns.
2. Build strong working relationships with Sales, Product Management, and technical subject matter experts to make website content, digital campaigns, and marketing materials more accurate, relevant, and useful to customers.
3. Support and execute multi-channel marketing activities, including website updates, LinkedIn and Google digital advertising, email marketing, technical literature, case studies, blog posts, webinars, social media, and other campaign assets.
4. Develop technical marketing content in partnership with Product Management and other subject matter experts, aligning content topics with SEO priorities, AEO opportunities, paid campaigns, and customer search behavior.
5. Own marketing performance tracking by maintaining dashboards, analyzing marketing KPI’s (key performance indicators), and communicating campaign effectiveness, website performance, lead generation, SEO/AEO progress, and ROI (return on investment) to company stakeholders.
6. Provide timely and insightful marketing performance reports and recommendations that help improve content relevance, campaign performance, website traffic quality, and conversion opportunities.
7. Monitor industry trends, competitor activity, customer questions, search trends, and AI/answer engine behavior to guide future content and campaign priorities.
8. Regularly update Pyrotek websites with current, accurate, search-optimized, and commercially relevant content.
9. Manage and improve search engine optimization (SEO), answer/AI engine optimization (AEO), and search engine marketing (SEM) efforts to strengthen Pyrotek’s online visibility and lead generation.
10. Coordinate with and manage external partners and vendors for website development, digital advertising support, SEO projects, content production, and other marketing services as needed.



11. Participate in global marketing conversations, and support global marketing projects and efforts by attending tradeshow and conferences.
12. Clearly communicate Pyrotek brand policies and company objectives to maintain consistency throughout the organization.
13. Promote positive team membership and customer relations by supporting Pyrotek's commitment to a working environment of tolerance, acceptance and civility. Respond appropriately to inquiries, concerns and complaints by being professional, courteous and respectful at all times.
14. Maintain regular, consistent, reliable, punctual, and predictable in-person attendance, as required to achieve internal and external customer satisfaction.
15. Actively and positively participate in problem resolution, demonstrating constructive communication, timely response and effective resolution skills. Work effectively within team environments both within your department and across the organization.
16. Actively support compliance with all relevant ISO management system standards.
17. Cooperate and comply fully with all Pyrotek policies and procedures. Actively support and follow the Pyrotek Safety Program.
18. Participate in company/department meetings, training activities, continuing education programs and other associated activities.
19. Consistently promote and communicate Pyrotek's core values through work performance and excellent customer service.
20. Perform other tasks as assigned.

PHYSICAL/SENSORY REQUIREMENTS

The following physical activities described here are representative of those required by a team member to perform the essential functions of this position. Reasonable accommodation, if feasible, will be made to enable individuals with disabilities to perform the functions of position.

Must be able to sit for long periods-of-time, bend and reach, use stairs, lift up to 25 pounds occasionally and communicate effectively in English by telephone, in person and in writing. Effectively use a personal computer, office equipment and telephone.

WORKING ENVIRONMENT

While performing the essential responsibilities of this position, the team member will generally work in an office environment.

Team Member's Signature

Date