

Walker Manufacturing  
Digital Marketing Specialist  
Location: Full Time Onsite - Fort Collins, CO

## Position Overview

Walker Manufacturing is seeking a data-driven Digital Marketing Specialist to manage, execute, and optimize performance marketing initiatives across paid media, social media, and lifecycle channels. This role is responsible for driving measurable growth across the full marketing funnel, from generating qualified leads to improving conversion efficiency and supporting long-term customer retention.

This position is ideal for someone who combines analytical thinking with hands-on execution and thrives in an environment focused on testing, optimization, and continuous improvement.

## Key Responsibilities

### Paid Media Management & Optimization

- Plan, execute, and optimize paid digital campaigns to meet acquisition and ROI targets
- Manage campaign budgets, pacing, forecasting, and performance monitoring
- Continuously test creative, messaging, targeting, and landing pages to improve efficiency and conversion rates
- Partner with creative team members to develop high-performing ad assets, including short-form video and static visuals
- Analyze performance data and provide actionable recommendations to improve results
- Ensure accurate tracking, attribution, and conversion measurement across platforms
- Monitor campaign health and proactively identify opportunities for scaling or improvement

### Social Media Performance & Support

- Support performance-focused social media initiatives by analyzing content effectiveness and identifying optimization opportunities
- Collaborate with creative and marketing teams to align organic and paid social efforts with campaign goals
- Monitor platform trends, audience engagement signals, and content performance metrics
- Provide data-driven recommendations to improve reach, engagement, and conversion impact from social channels

### Email & Lifecycle Marketing

- Execute end-to-end email campaigns, including segmentation, testing, and automation workflows
- Monitor deliverability, engagement, and list health metrics
- Collaborate cross-functionally to ensure messaging is consistent, on-brand, and aligned with marketing goals
- Identify opportunities to improve engagement, conversions, and retention through data insights

### Analytics, Reporting & Insights

- Analyze marketing performance data to identify trends, opportunities, and optimization strategies
- Report on key performance metrics such as conversion rates, CPA, engagement, and revenue contribution
- Translate data into clear, actionable insights for stakeholders

- Investigate performance issues and recommend solutions

## **Required Skills & Qualifications**

- Proven track record managing and optimizing high-performance paid digital campaigns.
- Experience with paid social advertising platforms and performance-focused social media analysis.
- Proficiency in marketing analytics, performance reporting, and CRM/marketing automation platforms.
- Exceptional organizational skills with the ability to manage multiple complex campaigns and deadlines simultaneously.
- Experience driving measurable growth through rigorous A/B testing and continuous optimization.

## **Who You Are**

- You are results-driven and find the "story" within the data.
- A strong written and verbal communicator who thrives in a collaborative, fast-paced environment.
- You possess the grit to navigate ambiguity and stay focused on performance growth.
- Motivated by constantly improving campaign outcomes.