



# Demand Generation Specialist

**Location:** San Ramon, California

**Department:** Marketing

**Employment:** Full Time, Monday through Friday

**Salary:** DOE

## About Our Company

Wouldn't it be great to work for a stable company with great people who have a true passion for what they do? GSO|GLS is that kind of company. Founded in 1995, we are a regional carrier offering Priority, Ground, and Freight delivery service throughout the West. Thousands of companies across all industries rely on our company to deliver time-critical documents and parcels every day; we need you to convince thousands more to become our customers through your creative ideas with the ability to multi-task and execute on multiple marketing activities.

## Responsibilities & Duties

- Work within Marketo Automation tool to create various programs for email blasts, direct mail, webinars, third party campaigns, AdWords programs, and more
- Create both customer and lead campaigns from inception to completion
- Increase customer advocacy (including referrals, case studies and testimonials)
- Segment data to identify opportunities for upselling, cross-selling, and increasing retention
- Assist in executing on customer nurture email campaign series
- Manage content and editorial calendars
- Work with sales team to create personalized sales email templates for different stages in the buying process
- Build out landing pages and email assets as needed
- Make updates to Google AdWords ad copy and Remarketing image ads
- Produce email content for monthly customer emails
- Evaluate/recommend third party publications in which we should be advertising
- Build out an Account-Based Marketing program to drive high revenue accounts
- Research partner marketing opportunities and complementary websites
- Help roll out social media websites such as facebook and partake in planning for future company blog
- Assist with improvements to search engine optimization
- Create various digital marketing campaigns across a variety of channels including SEO, PPC, content syndication, etc.
- Write copy for a variety of campaigns, proof reading, email testing, tradeshow communications, website updates, and other projects as related to demand generation

**Qualifications Needed:**

- Bachelor's degree (BA/BS) preferred
- Must be authorized to work in the United States

**Essential Functions:**

- Excellent written and verbal communication skills for both internal and external communications
- Ability to multi-task and take initiative. This role will require candidate to work on multiple projects simultaneously. Must be able to jump from one campaign to the next as needed.
- Role requires a high degree of attention to detail
- Ability to take direction and absorb information quickly
- Proficiency with Microsoft Office (Outlook, Word, Excel) required
- Marketo and Salesforce experience is strongly preferred; experience with similar marketing automation tool and crm tool is acceptable.

**Benefits for Full-Time Employees**

- 401K with employer matching
- Healthcare benefits
- Dental, Vision and Life AD&D
- PTO & Sick Leave
- Direct Deposit

**To Apply**

Please email your resume and cover letter to [afara@gso.com](mailto:afara@gso.com).

**EEO Commitment:**

GSO, a General Logistics Systems company, is an Equal Employment Opportunity (EEO) employer and is committed to a diverse workforce. We welcome all qualified applicants to apply to at GSO and we strive to select the best qualified applicant for each position in our organization. Applicants will receive fair and impartial consideration without regard to race, sex, color, national origin, age, disability, veteran status, genetic data, gender identity, sexual orientation, religion or other legally protected status, or any other classification protected by federal, state, or local law. GSO complies with all laws and regulations relating to employment discrimination, and are always committed to doing what's right.