



Job Description – Digital Operations Specialist

Reports To – Director, Marketing

Job Responsibilities

The Digital Operations Specialist will work with the Digital Operations Manager to execute the activities and processes of the company's digital initiatives as well as digital footprint, which includes websites, paid social media, digital tools and digital marketing campaigns. They are responsible for supporting digital marketing strategies, analyzing data traffic and user metrics, and ensuring the consistency of the brand's digital tone and presence. The ideal candidate will have good judgement, the ability to work effectively with cross-functional teams, strong organizational and effective communication skills.

General Description and Duties:

To perform this job successfully, an individual must be able to perform each essential job task satisfactorily. The tasks listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Assist in maintaining and updating Axonics websites, ensuring they meet user needs and business objectives.
- Support the execution of digital projects, assisting with time management, vendor coordination, and adherence to project timelines and budgets.
- Assist in maintaining internal digital tools such as Smartsheet databases, automation systems, and trackers, supporting their optimization and day-to-day use.
- Conduct A/B testing and Conversion Rate Optimization (CRO) to improve digital elements like landing pages, calls-to-action, and user flows based on data-driven insights.
- Perform SEO, SEM, and SMO tasks to enhance the efficiency and optimization of the digital ecosystem.
- Support web analytics efforts by gathering data, helping to generate reports, and providing recommendations for improvement based on analysis.
- Assist with the implementation of software solutions designed to improve digital marketing initiatives.
- Monitor ongoing digital campaigns and tools, ensuring they perform as expected, and support optimization efforts as needed.
- Collaborate with cross-functional teams, including Marketing, Product Management, IT, Legal, and Compliance, to ensure alignment on digital initiatives.

Projects and Other Duties:

- Other duties as assigned by manager.

Position Qualifications

- Strong project and time management skills, with an emphasis on clear documentation in code and summary emails.
- Excellent problem-solving and troubleshooting abilities.

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- Effective communication and interpersonal skills.
 - Proficiency in web development, including HTML, CSS, PHP, and JavaScript.
 - Experience with CMS platforms like WordPress for content updates and SEO/SEM optimizations (metadata, tagging, etc.).
 - Skilled in technical SEO, including page speed optimization, fixing broken links, improving site structure, and ensuring mobile responsiveness.
 - Experience conducting A/B tests on web elements (e.g. landing pages, CTAs) to enhance user experience and conversion rates.
 - Proficient in setting up automated email workflows using tools like Constant Contact.
 - Familiarity with DNS, WHM, cPanel, Let's Encrypt, and Certbot.
 - Experience with Smartsheet for project tracking and PowerPoint for updates.
 - Knowledge of version control using Git, as well as working with Mac terminal, Bash, and SSH.
 - Ability to monitor website activity and server performance.
 - Knowledgeable about industry standards for website security, accessibility, and browser updates.
 - Experience developing marketing emails in Constant Contact and HTML emails for other platforms.

Minimum Education:

- Bachelor's Degree in Marketing, Digital Media, Web Development, or a related field or 4+ years of experience in web development and digital marketing in the Medical Device or Healthcare industry is preferred.

Minimum Experience:

- 4+ years of experience in web development and digital marketing. Industry experience within Healthcare is preferred.