



KANA makes every customer experience a good experience. A global leader for customer experience solutions delivered on-premise or in the cloud, KANA Service Experience Management (SEM) lets organizations take complete control over customer service interactions, so they can take care of customers, while managing costs and reinforcing brand. By unifying and maintaining context for customer journeys across agent, web, social and mobile experiences, KANA solutions have reduced handling time, increased resolution rates and improved net promoter score (NPS) at more than 600 enterprises, including half of the Global 100 and more than 200 government agencies. KANA is based in Silicon Valley, California and has offices worldwide.

If you are interested in starting a progressive and gratifying career with a company that is charting new territory and going through phenomenal growth then this is the place for you! You will have the opportunity to work hand-in-hand with the world's best-known brands and industry thought leaders to shape the future of customer experience management while enjoying a flexible, collaborative and a stimulating work environment that will keep you engaged.

Context:

Do you want to join an organization regarded by Gartner and others as a leader in today's customer service markets? Do you want to be part of a dynamic team with a proven track record of success? Do you want to work with the latest online marketing technology? Are you looking for an opportunity to develop your career? If you answered "yes" to these questions, then we have an exciting challenge for you!

Job Title: Online Marketing Specialist

Location: Sunnyvale, California

Reference Number: 111

Responsible to: Director, Online Marketing

Job Purpose:

As part of our growing global team, you will take on the responsibility for online marketing efforts including SEO, SEM (paid search), online resource listings, running lead nurturing programs, and a secondary focus on utilizing social media for lead generation. Deep expertise in online marketing is not essential for this role. Guidance, mentoring, education and skill development will be provided as part of the job. This is a great starting job for someone looking to learn online marketing techniques.

Key Responsibilities:

- Manage global paid search programs and develop strategies to improve keyword quality score and lower CPA while improving the quality of conversions.
 - Develop paid ADs, landing pages, and perform A/B testing to optimize conversions.
 - Perform keyword research and make recommendations to the product marketing team, then develop and optimize digital media content.
- Assist in the development of SEO strategies for multiple web properties while implementing and refining SEO programs.
 - Develop and maintain high quality link building programs.



- Research online resource websites relevant to our target market and manage the listing/presence of KANA accordingly.
- Monitor SERP placement against numerous keywords and develop SEO recommendations to improve our position over time.
- Execute a plan to nurture active and passive leads with the goal of increasing their interest in engaging with KANA.
- Assist in the development of social media content, such as info-graphics and blog posts, and then actively promote them on appropriate social media, social network and other content sharing sites with the goal of generating leads.
- Use Google Analytics to analyze program effectiveness and website traffic.

Essential Requirements:

- BA/BS in Marketing/Communications or a technical discipline.
- Very strong analytic skills with a data-driven mindset.
- Superior attention to detail with ability to multi-task and meet tight deadlines.
- Familiarity with the latest trends in social media marketing.
- Excellent written and verbal communication skills.
- Ability to work independently and collaborate with demand generation and product marketing teams in a fast-paced, dynamic environment.
- Passionate about the Web and about implementing new ways to utilize it to build a business.

Desirable Requirements:

- 2+ year's hands-on experience with website optimization or paid search.
- Deep understanding of key SEO concepts.
 - Basic HTML, CSS and XML knowledge.
 - Ability to generate and submit sitemaps.
 - Understanding of keyword research and link building strategies.
 - Knowledge of on and off page optimization strategies.
- Google adwords certification and analytics individual qualification.
- Experience with customer service, contact center or CRM software companies.
- Knowledge of the domain including context, current trends and competitive dynamics.

The Company will interview only those candidates who appear from the information provided to meet the essential and, if necessary, desirable criteria.

Location:

Ideally this position will be based in KANA's worldwide headquarters in Sunnyvale, California however we will consider applications from candidates situated elsewhere in the USA.

Duration: This is a full time, permanent position.