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## Digital Marketing Specialist

**Targeted Start Date:** ASAP

**Location:** on site in Houston, Texas

**Immediate Supervisor:** Senior Marketing Manager -Demand Generation

### Company Background

PCS Software, Inc. is an AI platform for the transportation logistics marketplace providing the trucking industry's most effective transportation management platform (TMP) to improve fleet management and delivery systems and increase profits for our customers. Through innovation and invention, our software individualizes work routines, consolidates workflows, and streamlines management controls to improve accountability, transparency, and eliminate costly and redundant manual processes.

Trucking companies and freight brokers trust PCS to optimize their dispatch, accounting, and fleet operations. TL, LTL, Intermodal, and freight brokerage services use our TMP to automate operations, easily access information, and reduce inefficiencies to maximize sales and revenue. Founded in 1997 and located in Houston, Texas, PCS Software is the leading developer of hosted software solutions designed specifically for the ground transportation industry.

### Job Description: Digital Marketing Specialist

As the Digital Marketing Specialist, you will be focused on supporting all digital aspects of Marketing's Demand Generation team including, but not limited to, SEO/SEM, Conversion Rate Optimization (CRO) and Paid Media with the primary focus being to help drive revenue and pipeline for the business.

### Role and Responsibilities

- Create, execute, and manage all digital campaigns/programs in Google AdWords, Microsoft Ads, LinkedIn, and Facebook
- Assist with Marketing's efforts in software review boards such as Capterra, Software Advice, and G2 Crowd
- Consistently monitor and seek opportunities to optimize any, and all, digital campaigns/programs
- Provide digital campaign performance insights to Sales, Marketing, and leadership through reports and dashboards in Google Analytics, Microsoft Ads, Excel, Salesforce, Tableau, etc.
- Work closely with Sales and Marketing to refine keyword and search terms used in Google and Microsoft
- Provide SEO and CRO recommendations on website and targeted campaign landing pages

### Your Background

- 3 – 5 years' experience directly managing SEO/SEM, CRO, and Paid Media efforts in the B2B space
- Strong proficiency working with Google AdWords, Google Analytics, and Microsoft Ads
- Experience with Social Media Advertising (e.g., LinkedIn Ads, Facebook Ads, etc.)
- Ability to create reports and dashboards within Google Analytics, Microsoft Ads, and Excel
- Solid background working with WordPress (CMS)
- Familiarity with Salesforce (CRM) and Pardot (Marketing Automation)
- Highly organized with excellent time management skills and strong attention to detail
- Team player who possesses a desire, ability, and competitive nature to work in a fast-paced, goal-oriented, high-growth sales environment

### Education Requirements

- 4-year bachelor's degree from an accredited university or college

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## SUCCESS FACTORS

PCS Software is a company of motivated employees from a wide range of industries and backgrounds working toward a common goal – the success of our customers in the ground transportation industry. Our team works together and challenges each other to bring new ideas to the table to achieve our mission. That is, to create the most effective transportation management system in the country at delivering process improvements that immediately result in operational efficiencies and revenue generation for our customers.

- At a personal and interpersonal level, we are looking for individuals who thrive and excel in teams and demonstrate big-picture thinking, willingness to explore new avenues, be persistent when things do not go well, and be committed to delivering and maintaining a high “Do/Say” ratio
- Strong communication skills, both oral and written, at the technical and managerial level, are also key to success
- Ability to communicate with customers to understand and document the simulation requirements, then ideate, plan, develop, and deliver simulation tools are required
- Skill and ability to: collect, curate, organize, synthesize and/or analyze data to summarize findings and develop conclusions and evidence-based recommendations are essential

## OUR VALUES

Our guiding principle at PCS Software is customer service. We believe that we are a customer service company that happens to make the best software in our industry. If you are driven to delight customers and treat every fellow employee with that same level of excellence and care, then we want to talk to you!

At PCS Software, we value our amazing people-centric culture of builders and doers over any skill that someone can offer. This is an amazing place to work and we offer our team a creative, fun, educational, and challenging environment. We constantly focus on not only the customer’s journey and experience with PCS Software, but our individual journey as employees and the overall team experience as well.

## Why Join PCS?

PCS Software, Inc. rewards your hard work with excellent opportunities for career growth and personal development. If you want to be the newest member of a vibrant group of energized technology leaders in an innovative and entrepreneurial environment, then apply online today to start building solutions that customers will love to use and join a company that truly rewards your hard work and values your talented contributions. If you would like to compete for this highly sought-after position, please submit your resume to [employment@pcssoft.com](mailto:employment@pcssoft.com).

PCS Software, Inc. is considered one of the best places to work because of our competitive compensation plans, comprehensive benefits plan with 100% company paid medical, dental, and vision premiums for you and your dependents, 401k with a 4% match, paid term life insurance and disability insurance, generous PTO package, a truly creative and fun working environment, complementary food/beverages in the office, paid training and development opportunities, paid gym/fitness facility membership, employee recognition programs, and amazing opportunities for career growth and personal development.



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### **Work Authorization**

PCS Software, Inc. will only employ those who are legally authorized to work in the United States. This is not a position for which sponsorship will be provided. Individuals with temporary visas such as E, F-1, H-1, H-2, L, B, J, or TN or who need sponsorship for work authorization now or in the future, are not eligible for hire.

This job description provides many examples of the types of responsibilities required but is not intended to be a comprehensive list. The incumbent will complete other job responsibilities as needed which are not specifically described in this document.

PCS Software, Inc. is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to sex, race, color, religion, national origin, age, marital status, political affiliation, sexual orientation, gender identity, genetic information, disability, or protected veteran status. We are committed to providing a workplace free of any discrimination or harassment.

We thank all respondents for their interest in PCS Software, Inc. However, only those selected for an interview will be contacted.

To view additional information on PCS Software, Inc., please visit our website at [www.pcssoft.com](http://www.pcssoft.com).

No calls or agencies please.