

# Service Line, Inc.

## MANUFACTURER OF INDUSTRIAL EQUIPMENT

2320 Zinga Dr. | P.O. Box 481 | Reedsburg, WI 53959 | 800-774-7900

## Digital Marketing Specialist

Department/Team: Marketing Team  
Reports To: Marketing Director  
Location: Reedsburg, WI  
Employment Type: Full-Time

### Job Summary

We're hiring a Digital Marketer with the proven ability to build, manage, and optimize digital experiences that grow brand visibility and drive online sales. This person will play a pivotal role in the launch and ongoing management of the new Hanen Brand online store, while also implementing broader digital marketing initiatives including SEO, content creation, social media strategy, and performance analysis.

We're seeking a strategic thinker and hands-on creator with the technical know-how to build an online e-commerce store, improve our website, and the marketing acumen to lead digital growth across channels. If you're energized by crafting seamless online experience, working closely with a collaborative team, and delivering measurable impact—this is your next great role.

### Key Responsibilities

#### E-Commerce Management (30%)

- Build and manage the Hanen online store, optimizing the user experience and backend performance using platforms like WordPress and WooCommerce.
- Craft SEO-rich product listings and visuals to drive organic discovery and conversion.
- Implement promotional strategies, product launches, and digital campaigns to drive revenue.
- Evaluate site speed, usability, and accessibility.

#### Pull Marketing & Content Strategy (30%)

- Develop content-driven marketing tactics to increase organic or non-paid traffic.
- Write, create, and optimize content based on keyword research.
- Implement on-page, off-page, and technical SEO improvements.
- Monitor, analyze, and continuously improve campaign effectiveness through user insights and analytics.

#### Social Media Strategy & Management (30%)

- Lead the strategy, creation, and scheduling of multimedia content across platforms (Reels, Stories, Posts).
- Monitor trends, engage with community conversations, and grow follower count and engagement.
- Provide clear reports on performance, insights, and recommendations for improvement.
- Identify affiliate and influencer opportunities to increase traffic and sales reach.

### **Build, Support, & Grow (10%)**

- Assist in growing our marketing team, setting standards for quality, collaboration, and innovation.
- Provide support or back up to colleagues when needed.
- Stay ahead of trends in design, performance, SEO, and digital tools to evolve our digital marketing playbook.

### **Qualifications & Skills**

- Required Qualifications
  - Reflects the company's core values
  - Self-starter with a hunger for growth
  - Values a balanced life
  - Experience in digital marketing, web design, or related marketing field
  - Proficient in web design using WordPress
  - Ability to manage multiple projects with strong attention to detail and deadline alignment
  - Passion for collaborative work and solving complex marketing challenges
- Preferred Qualifications
  - 6+ years of experience
  - Strong SEO background
  - Experience managing e-commerce stores and working with email marketing tools
  - Strong communication and presentation skills for sharing ideas and performance with stakeholders
  - Experience leading cross-functional projects
  - Agricultural marketing or farm background

### **Benefits**

- Competitive salary
- Comprehensive health insurance (100% Employer Paid for Qualified Individuals)
- Paid time off and holidays
- Summer hour schedule
- 401(k) with company match
- Quarterly bonus based on company performance
- Ongoing training and career advancement opportunities

### **About Us**

Service Line, Inc., founded in 1996, manufactures Renegade Parts Washers and Hanen Automatic Cattle and Livestock Feeders. Learn more at:

- [renegadepartswashers.com](http://renegadepartswashers.com)
- [automaticcattlefeeder.com](http://automaticcattlefeeder.com)

### **How to Apply**

Interested candidates should send the following to Leanne Villa, Marketing Director at [marketing@renegadepartswashers.com](mailto:marketing@renegadepartswashers.com)

- Resume
- Cover letter