



MARKETING MANAGER

OVERVIEW

The Marketing Manager is responsible for developing marketing communications plans and strategies. They direct creation, development, and implementation of marketing programs, tools, and processes to increase sales and brand awareness for the company. Will use all media – Digital Marketing, Print Advertising, PR, Website, Trade shows, and others.

RESPONSIBILITIES

- Working with executive management, defines annual marketing priorities, establishes department annual plan, collaborates, and works with other areas of the company, researches, and recommends marketing programs and tools to generate new sales.
- Develops new marketing programs, tools, and printed collateral including but not limited to design, development and maintenance of new marketing materials, training tools, whitepapers, advertising, PR, social media content, catalogs, website, videos, email marketing, and on-demand print content.
- Manage company website.
- Responsible for the success of trade shows for company. Responsible for negotiating the contract, space allocation, and equipment designation. Ensure all Sales and Marketing opportunities are maximized to improve attendance and revenue.
- Support new product commercialization by developing marketing content, training materials, and promotional campaigns.
- Monitors, measures, evaluates, and reports marketing activities and results on an ongoing basis. Establishes benchmarks, develops supporting reports, and communicates results.

SKILLS REQUIRED

- Bachelor's degree in Marketing or Communications
- Minimum of 3 years of previous marketing communications management experience
- Previous experience with email marketing automation and a CRM system
- Specific Skills: Microsoft Office, Adobe Creative Cloud Suite (InDesign, Illustrator, Photoshop, etc)

DESIRED CHARACTERISTICS

- Solid command of basic business principles and marketing terminology
- Sense of urgency and a demonstrated ability to meet deadlines
- Process oriented, organized, and demonstrates strong project management and follow-through skills
- High level of personal enthusiasm and self-motivation
- Inspires trust and open communication
- Clearly expresses oneself orally and in writing
- Engages, inspires, and motivates
- Willingness to travel for tradeshow & other meetings as needed.

