



## **MARKETING MANAGER**

### **DUTIES OF THE MARKETING MANAGER INCLUDE:**

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Co-ordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Overseeing print, broadcast and digital advertising campaigns.
- Overseeing social media campaigns.
- Planning and implementing promotional campaigns.
- Overall responsibility for brand management and corporate identity.
- Monitor and report on effectiveness of marketing communications.
- Supervising marketing agencies and contractors.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Developing potential strategic partner relationships for company marketing.

### **Requirements of the role:**

- Bachelor degree in Marketing or related field.
- Previous experience in consumer or retail marketing.
- Knowledge of advertising, media buying, digital marketing and social media.
- Strong analytical and project management skills.

### **BENEFITS:**

- Paid HMSA medical, prescription, dental and vision insurance – fully paid for company employee
- Paid holiday, vacation and sick leave
- Participation in 401K
- Employee Discounts

## **PLEASE SUBMIT YOUR RESUME**