

## Marketing Manager

### About the role:

- Support campaign activity, including involvement in media planning, content calendar planning, project and budget management, and reporting.
- Working with team members and agency partners on amplification of content through social media, events, and digital marketing activity.
- Brainstorm and promote new content types or topics to pursue with subject matter experts that support goals related to brand awareness, lead generation, and nurture.
- Deliver brand/marketing needs for front office business sponsored third-party conference and events, including ads, logos, boilerplate descriptions, signage, etc.
- Organize and plan events including seminars, webinars, networking breakfast, and receptions.
- Create and manage any marketing materials, collateral, and giveaways.
- Stay abreast of industry and marketing trends to identify more innovative ways to approach marketing channels and programs.
- Recommend new and innovative marketing tactics, partnerships, and technologies to drive goals of the business segment.
- Other job-related duties as assigned.

### About You:

- BA / BS with at least five years of experience in marketing and branding.
- Strong working knowledge of all aspects of brand marketing, including positioning, branding, campaign development, and channel mix.
- Experience working closely with Sales teams, including joint planning and execution, driving disciplined lead follow-up, and earning trust as a strategic business partner.
- Experience scaling through agency and vendor resources.
- Remarkable written and verbal communication skills, including being able to convey complex topics with simplicity.
- A startup mentality with a bias to action and the ability to flex in a fast-paced environment.
- Superb organization and project management skills and the capacity to manage multiple complex projects at once.
- Excellent analytical skills and the ability to craft actionable insights from complex data.
- Experience in event planning is a plus.

The hiring range for this position is \$85,000 to \$95,000 per year. The base pay actually offered will take into account internal equity and also may vary depending on the candidate's job-related knowledge, skills, and experience, among other factors. A bonus and/or incentives may be provided as part of the compensation package, in addition to the full range of medical, dental, vision, 401k and other benefits.

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