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Marketing Manager

Description

Plan, direct and coordinate the marketing strategy of the organization's products and/or services with the goal of developing customers and maintaining the strategic direction of the company.

Responsibilities

- Responsible for the day to day strategic and digital marketing of the company (website, social media, online ads, etc.)
- Create and execute corporate marketing strategy (product marketing and target marketing campaigns) based on customer research, data analysis, market trends and industry changes.
- Plan, produce, and edit high-quality internal and external video content for employee training, company culture, and brand promotion.
- Work closely with CEO and Sales team to create Business Development Plan.
- Develop corporate marketing tools (literature, brochures, print ads, trade show materials, website, etc.) that support business initiatives, marketing campaigns and product launches.
- Develop all marketing activity including; promotional, advertising, on-line social media plans, research, electronic, corporate web presence, and CRM (customer relationship management) to optimize reach to target audiences.
- Oversee and be accountable for the execution of brand management and the development of marketing materials on deadline and within budget parameters.
- Establish program measurement methodology and analyze results in terms of ROI and success criteria.
- Provide counsel to company leadership regarding both business and community sponsorship opportunities.
- Develop and oversee website marketing plans including corporate web presence and development of web content. Be an active contributor to search engine optimization and search engine marketing. Continuously update corporate website to support business and marketing initiatives.
- Direct and manage company positioning and presence at industry exhibitions, tradeshow, webinars, seminars and conferences.
- Effectively negotiate advertising contracts to maximize ROI.
- Evaluate new business and technology opportunities in accordance with the business development plan and goals such as:
 - Direct market research to assess market opportunity
 - Manage multiple internal and external relationships including advertising and/or graphic design agencies.
- Continually evaluate the timely adjustment of marketing strategy and plan to meet changing market and competitive conditions.

HubSpot Analytics and Reporting:

Hiring organization

Premier Personnel Group

Employment Type

Full-time

Beginning of employment

ASAP

Duration of employment

Full Time

Industry

Industrial Products

Job Location

Branchburg

Base Salary

\$ 90k - \$ 120k

Working Hours

m-f 8am-5pm

- Oversee marketing campaigns using HubSpot
- Track and analyze marketing performance metrics using HubSpot and other analytics tools.
- Ensure accurate data entry and maintenance of the HubSpot database.

Content Creation:

- Develop and curate content for various marketing channels, including social media, emails, and blogs.
- Ensure content aligns with the overall marketing strategy and brand guidelines.

Event Coordination:

- Plan and execute marketing events such as trade shows, webinars, and product launches.
- Coordinate logistics and promotional activities for events

Qualifications

Education/ Bachelor's degree in a related field such as Marketing, Public Relations, Communications or

Credentials English preferred.

Experience Minimum of 7-10 years of experience in a leadership role in marketing, communications, and/or

public relations field.

Experience in cross-channel marketing including interactive marketing.

Knowledge/ Competencies

Experience with Adobe Creative Suite (In Design/Illustrator/Photoshop/Acrobat.

Solid understanding and depth of experience in Customer Relationship Marketing (CRM)

and

current online trends.

Strong computer skills in Microsoft Suite (Microsoft Word, PowerPoint, Excel, and Outlook).

Video production for internal and external initiative experience required.

Social Media experience is required.

Demonstrated writing aptitude, including proper grammar and punctuation skills.

Ability to proofread, edit, and write clearly and concisely to portray the proper message.

Excellent organizational skills and ability to coordinate projects from start to finish.

Communicate effectively with people outside the organization, representing the organization to

customers, the public, and other external sources. This information can be exchanged in person, in

writing, or by telephone or e-mail.

Job Benefits

- Paid time off
- Health Insurance
- Dental and Vision Insurance
- Tuition Reimbursement
- Retirement plan and a host of other benefits