



## Marketing Manager

### Position Overview

The Marketing Manager will focus on creating engaging content and managing the marketing calendar to support brand visibility and lead generation. This role requires a detail-oriented individual skilled in developing and executing content across various platforms, including email campaigns, social media, sales collateral, corporate website and other marketing materials. The Marketing Manager will also oversee project timelines, ensuring all marketing initiatives are delivered on time and aligned with company goals.

### Key Responsibilities

- Develop, write, and manage content for emails, sales collateral, social media, websites, webinars, blogs, and other digital channels.
- Create and maintain a comprehensive marketing calendar, ensuring timely execution of campaigns and projects.
- Collaborate with internal teams (sales, product, etc.) to produce relevant content that supports go-to-market strategies, product launches, and brand messaging.
- Oversee the creation and design of marketing materials such as sales brochures, presentations, and white papers.
- Manage the company's social media presence, ensuring consistent and engaging messaging that aligns with brand identity.
- Coordinate marketing projects from inception to completion, keeping all stakeholders on track and meeting deadlines.
- Track the performance of marketing initiatives using key metrics, analyze results, and adjust content strategies accordingly.
- Ensure all content is optimized for SEO and adheres to best practices for digital marketing.
- Work with freelancers, designers, and external vendors to produce high-quality content.
- Stay current with industry trends and competitor activities to inform future content and campaign strategies.
- Other duties as assigned by manager.

### Skills and Qualifications

- Bachelor's degree in marketing, communications, or a related field.
- 5 years of experience in content creation, marketing, and project management.
- Proficiency in creating content for digital marketing channels including email, social media (Facebook, Twitter, LinkedIn), and websites.
- Strong project management skills with experience managing multiple projects and marketing calendars simultaneously.
- Experience using WordPress, Microsoft Office, Canva, Google Analytics, and CRM software (Zoho preferred).
- Demonstrable experience in SEO strategy and content optimization for search engines.



- Excellent written and verbal communication skills, with a strong ability to convey ideas and concepts clearly.
- Ability to work independently, prioritize tasks, and meet deadlines.
- Creative thinker with a data-driven approach to content creation and marketing initiatives.
- Experience in the events industry preferred, but not required.