

# SUCCESS EPITOMIZED

*Success is predictable when you have the right keys.*

## DIRECTOR OF MARKETING

### Objective

We are looking to hire a Marketing Director who will be in charge of leading our company's marketing efforts. As a successful hire, you will be responsible for providing guidance to our marketing department by evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness and positioning for our company's brands.

### Essential Duties & Responsibilities

- Develops marketing strategy by studying economic indicators; tracking changes in supply and demand; identifying customers and their current and future needs; and monitoring the competition.
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; and implementing directives.
- Obtains market share by developing marketing plans and programs for each product and directing promotional support.
- Maintains relations with customers by organizing and developing specific customer-relations programs and determining company presence at conventions, annual meetings, trade associations, and seminars.
- Provides short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
- Influences present and future products by determining and evaluating current and future market trends.
- Develops new uses for existing products by analyzing statistics regarding market development; acquiring and analyzing data; and consulting with internal and external sources.
- Maintains research database by identifying and assembling marketing information.
- Provides marketing information by answering questions and requests.
- Achieves financial objectives by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions.
- Completes marketing department operational requirements by scheduling and assigning employees and following up on work results.
- Maintains marketing staff by recruiting, selecting, orienting, and training employees.
- Maintains marketing staff job results by counseling and disciplining employees; and planning, monitoring, and appraising job results.
- Develops marketing staff by providing information, educational opportunities, and experiential growth opportunities.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.



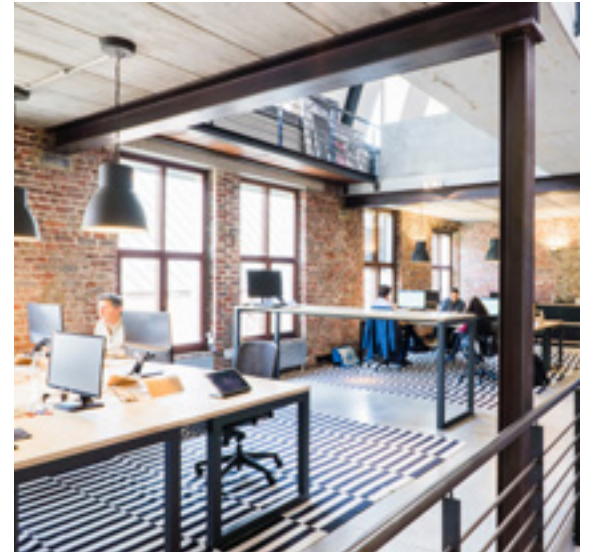
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## DIRECTOR OF MARKETING, continued

### Qualifications

- Bachelor's or master's degree in marketing or a related field
- Proven working experience in digital marketing, particularly within the industry
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.)
- Working knowledge of ad serving tools
- Experience in setting up and optimizing PPC campaigns on all major search engines
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Creating and maintaining client relationships
- Coaching and subordinate involvement
- Managing Processes
- Self-motivated yet customer-focused
- Proficient in marketing research and statistical analysis
- Able to develop budgets
- Familiar with financial planning and strategy



### Location

Virtual, In-home

### Employee Type

Full-time

### Manage Others

Yes

### Experience

Bachelor's or Master's degree in marketing or a related field

### Travel

No

### Compensation

\$24,000-\$60,000+

**Interested in applying for this position?**