

Marketing Manager

About Our Company

Established in 1983, we are a nationally recognized leader in Headwear that strives to stay ahead of trends while providing the highest quality product. With thousands of active customers we strive to provide top-notch customer service, and always focus on expanding our market share in the Promotional Industry.

Job Summary:

The Marketing Manager is responsible for managing and developing the Marketing team, as well as creating and leading innovative initiatives to achieve or surpass company goals.

Job Requirements:

- Bachelor's degree or higher in Business, Marketing, or related field preferred
- 5+ years of experience in managing marketing initiatives in the Promotional Products Industry (B2B in the Promotional Products Industry is a MUST)
- Familiar with industry organizations including ASI, SAGE, PPAI, SAAC, etc.
- A proven history of leading the development and execution of marketing strategies to achieve established goals
- Previous brand development awareness experience
- Experience evaluating business trends, developing and successfully implementing new programs and strategies to improve company and brand performance
- Use of marketing analytical tools and observational skills that demonstrate the ability to grasp concepts or needs, organize, implement, and manage programs/solutions
- Ability to work with Adobe Illustrator and Adobe Photoshop a plus
- Excellent written and verbal communication skills; superior presentation skills
- Self-Motivated and proactive in communication. Does not wait to get answers, a Go-Getter with Can-do Attitude

Job Responsibilities:

- Develop, evaluate, and execute corporate marketing initiatives including traditional and digital marketing assets, examples: digital campaigns, royalty programs, etc.
- Evaluate and analyze sales statistics, customer preferences, and industry trends to develop and implement strategic marketing policies to achieve company goals and promote sales
- Study and assess competitors' marketing strategies

- Proactively report to the CEO on the progress and results of the marketing plan and related strategic activities, to include KPIs as well as conversion and ROI data
- Work closely with the rest of the Leadership Team to formulate, direct, and evaluate the marketing strategy, policies to promote products, and services based on knowledge of established objectives, market characteristics, and cost and markup factors

Note: The position responsibilities outlined above are in no way to be constructed as all encompassing. Other duties, responsibilities, and qualifications may be required and/or assigned as necessary.

Benefits:

- Competitive Salary
- Regular business hours 8:00AM to 5:00PM
- Medical / Dental Health Insurance benefits
- 401K Retirement Plan with employer contribution
- Paid Time Off (PTO) / Paid Holidays

Conclusion:

As an industry leader we focus on our customers and their needs. We value employee training and are committed to providing excellent service.

Travel: Yes

Telecommuting: No

Any Financial / Budgetary Responsibilities: Yes

Strategic Planning Responsibilities: Yes

Number of Staff Reporting to this Position: To be determined