



Business Development Marketing Manager

Department: Marketing
Location: Neenah, WI
Reports to: Director of Marketing

Exemption status: Exempt
Direct Reports:

Purpose

The **Business Development Marketing Manager** is responsible for creating marketing campaigns under the vision of the VP of Business Development and is responsible for managing multiple large marketing campaigns and/or other business driving projects. This role will rely heavily on effective project/traffic management skills to meet AIA's scope and Business Development initiatives. The BD Marketing Manager needs to obtain a general understanding of the campaigns & projects they are managing and the business lines they support, at an industry and market level, allowing them to incorporate key elements into an initiative.

Responsibilities

Campaign Marketing for Lead Generation

- Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan
- Lead the execution of marketing campaigns from start to finish, driving collaboration with the BD team and Marketing
- Work with the others in marketing department, other internal departments, and external agencies and vendors
- Oversee prospect tracking, and distribution of marketing information for Business Development staff and their prospects
- Responsible for setting up drip campaigns from the CRM tool and the Digital Email Platform for the Business Development team based on the information pulled from the CRM reports
- Record campaign activity for assistance in measuring ROI with marketing initiatives using a CRM tool

Qualifications

The role requires an individual who has demonstrated proficiency with the following; self-motivated, detail-oriented, ability to handle multiple projects, ability to lead by influence, ability to problem solve and bring resolution.

Qualifications may include:

- Experience building complex marketing programs and reporting on the results
- Exposure to digital and direct response marketing
- Competence as a creative writer with an eye for great emails and landing pages
- Strong project management skills
- Strong problem-solving ability, including metrics-driven thinking

Education/Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, or Advertising required
- 5+ years of marketing leadership experience required, B2B preferred
- Promotional Product Industry Experience preferred
- Brand Management experience preferred
- Email platform experience required such as Salesforce, Hubspot, Salefores or Constant Contact

Knowledge/Skills/Abilities/Competencies

- Inquisitive and innovative approach to problem-solving
- Ability to multitask and manage multiple projects quickly and accurately
- Exceptional verbal and written communication
- Hands-on experience in developing and implementing SEO and content strategies a plus
- Solid understanding of current digital marketing tactics and functionality
- Proficient in Adobe CC Suite: InDesign, Illustrator, Photoshop, Bridge is a plus

Exemplify AIA core values - Smart, Hungry, Honest, Collaborative, and All In!

Success Measurements

- Executing Marketing Campaigns for AIA & OZ Business Development Department(s)
- Metrics will demonstrate a positive ROI for AIA & OZ brand image within the industry

Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.

Approved by: _____

Date Approved: _____

Date Reviewed: _____

