

## POSITION DESCRIPTION

ORGANIZATION	POSITION TITLE	DEPT	DATE
Geiger	Marketing Project Manager	Total Care/Geiger Pop Shop	11/19

### **Duties**

Under general supervision of assigned Field Office Manager, collaborate with a high performing sales team to support business development needs through fulfilling graphic and marketing responsibilities. Directly support client projects through product artwork setup. Understand the vision, maintain an eye for detail and quality without compromising tight timelines. Maintain and develop programs aimed to engage customers, increase sales and improve client experience. Ideally, the employee will have a willingness to engage with products creatively, understand the promo industry and be a curious learner. Must have the enthusiasm and initiative to juggle a wide range of responsibilities. Encouraged to add value where possible.

**Duties include but are not limited to:**

### **Product Artwork Setup**

- Create virtual representation of logo branded merchandise within brand standards of various clients.
- Setup self-promotion branded merchandise to support sampling and sales efforts.
- Arrange, store and update files to properly archive and make searchable when needed.

### **Maintain & Develop Programs**

- Overall development of sales support materials including PDF flyers, product info cards, invitations, direct mail cards and other printed elements to support the sales development process.
- Power User – VIP subscription sampling program for select clients. Work towards owning a wide range of details from initial product selection through kit development, as well as insure timely shipment from fulfillment center. Work with suppliers on product timing, artwork and delivery of feedback data.
- Drip Marketing – Thank You, Birthdays, Referrals, Holiday, Trends, GeigerExpo and a variety of other surprise and delight touches to stay top of mind with clients. Includes hands on execution of mailing from package planning, ordering supplies, stuffing and labeling.
- Prospecting – Rebuild a multiple piece prospecting program with new contacts opportunities in mind
- Database Management using Insightly CRM, alongside Geiger Priority+ app. (export, merge, labels, adds, deletes, etc)
- Maintain Marketing Calendar and keep ahead of projects on a monthly/quarterly basis moving toward finish line

### **Digital Marketing Support**

- Develop Power Point presentations for client review meetings, RFPs and client pitches.
- Create Constant Contact e-mail blasts to promote a client's webstore including images, links and copy.
- Support existing client webstores with fresh home page images.
- Develop a plan and execute update of client-facing website(s), launch and then maintain as needed
- Support sales efforts by updating and maintaining microsities with current images and content.

### **Social Media**

- Develop images and write romance copy for social media posts.
- Utilize social media scheduling software to push out social media content.

### **Project Management and Organization**

- Maintain a fast-paced workday with ability to re-prioritize often to support rush projects.
- Organize and communicate on multiple projects at once using team task manager application.
- Willingness and confidence to take the lead in the interest of progress, holding team accountable and delegating or outsourcing where necessary.

Perform other duties as assigned.

### **Basic Knowledge**

Daily responsibilities will require graphic and marketing experience equivalent to four years of college. Duties involve production artist level design skills to perform logo and image manipulation, such as scaling, sizing, cropping, repositioning and placement. Ability to work in Adobe Creative Suite, most heavily with vector art and placed images in Illustrator. Understanding of design principles such as layouts, typography, color and balance is critical. Ability to write and editing romance copy for use across various platforms. A working knowledge of Microsoft PowerPoint, Excel among other apps to develop and execute programs. A basic knowledge of print production and product decorating is a plus. Strong organization skills and effective communication skills expected. Position requires the attainment of industry certification at the MAS (Master Advertising Specialist) level within established time frames.

### **Experience**

Work requires 3 to 5 years of related experience.

### **Independent Action**

Under general supervision, establish own work plan and priorities for timely completion of work. Questions concerning clarification of customer needs or expectations are referred to assigned Field Office Manager when Geiger Pop Shop Sales Partners are unavailable.

### **Supervisory Responsibility**

None.