

Job Title: Sales & Marketing Manager

Company: Bruce Fox, Inc.

Location: New Albany, Indiana

Reports To: VP of Sales & Marketing

Position History: This is a newly-formed position

Summary

Develop and implement sales support and marketing strategies to adapt to rapidly changing industry and market conditions. Implement digital marketing campaigns through various on-line tools. Develop and implement social media programs, deploying specialized software, in-house SEO, CRM and marketing and website analytics. Assist with company capability presentations and supporting materials and media.

Essential Duties and Responsibilities include the following:

- Generate reports on marketing and sales metrics; track KPIs of marketing campaigns
- Monitor and report competitors' marketing and sales activities
- Create multi-channel marketing content strategies and create a comprehensive editorial calendar
- Maintain customer information via marketing database/CRM software
- Collect and analyze sales data to prepare marketing reports
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met
- Deploy SEO strategies within WordPress, including landing pages, CTAs, meta descriptions, snippets and other on-page and off-page efforts
- Create, edit, optimize, and deliver marketing materials within HubSpot
- Help generate thought leadership materials
- Identify factors that influence and are predictive of customer behavior
- Transform technical jargon into a more creative and palatable style of communication using idioms, metaphors, imagery, figurative language and parables aimed at our defined customer personas
- Conduct market research and identify new opportunities
- Help prepare and conduct product presentations—individual or teams,

- online or in person, onsite and offsite (with overnight travel as needed)
- Understand workflow across various external market channels and internal sales and service procedural channels
 - Work with third-party agencies and vendors to execute essential duties
 - Oversee production and distribution of marketing materials
 - Function as primary liaison with industry associations
 - Help plan, coordinate and participate in sales and marketing events
 - Execute direct, online and blended marketing campaigns
 - Update company website and social media tools
 - Recommend creative and cost-effective promotional strategies
 - Implement and maintain ongoing SEO tactics within company's websites
 - Assist in designing and developing marketing collaterals and promotional materials
 - Build, maintain and organize internal library of physical samples and photographic examples
 - Manage daily administrative tasks

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Quality - Demonstrates accuracy and thoroughness; possesses high attention to detail; monitors own work to ensure quality; blends creative and tactical thinking and problem-solving.

Quantity - Meets productivity standards; completes work in a timely manner.

Dependability - Maintains consistent and positive attendance record; follows instructions; responds to management direction; can work independently or in teams.

Team - Ability to work cooperatively with co-workers and cross-functional employees to complete work on time and within production and quality guidelines.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education

Bachelor's degree in Marketing, Communications or comparable discipline with at least one year of previous marketing experience, or a combination of education and applicable work experience.

Language and Communication Skills

Ability to read and comprehend simple and complex instructions, short correspondence, and memos. Ability to write simple and complex correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization. Speaks clearly and persuasively in positive or negative situations. Listens and gets clarification. Responds well to questions. Participates in meetings. Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information. Ability to write blogs and posts for digital marketing campaigns. Possesses public-speaking and presentation skills.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions and percentages.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations. Identifies and resolves problems in a timely manner. Gathers and analyzes information skillfully. Develops alternative solutions. Works well in group problem solving situations. Uses reason even when dealing with emotional topics.

Computer Skills

Extensive knowledge of Microsoft Office products. Excellent proficiency in Excel.

Twitter, Facebook, and other social media programs. Working knowledge of WordPress, CTAs, and marketing/CRM software a plus.

Other Skills and Abilities

Excellent communication, organization and customer rapport building skills.