

Marketing Director
What's Happening Promotions
PPAI #: 578107
Gainesville, FL (Remote work possible)
Send video/written resumes to Travis@whpinc.com

About Us:

We empower relationships and deliver excitement in everything we do. Our team at WHP delivers dependable, creative, speedy, and cost-effective marketing materials through our solution-focused ideals, group integrity, and enthusiastic product mastery. With the ease of the customer experience in mind, management's commitment to individual and company growth, and the team's detailed project execution and considerate work environment, we make a positive impact in our customer and supplier partnerships.

Job Summary:

The Marketing Communications Specialist will promote WHP's products and services to existing and prospective customers through strategic use of graphics, logos, and other promotional products.

Supervisory Responsibilities:

None currently, will increase as the department grows.

Duties/Responsibilities:

Performs SEO research and analysis.

Edits/updates company website to maintain brand image.

Manages/updates company social media accounts and presence.

Work with applicable team members setting goals and metrics, and analyze efforts to realize set goals.

Collaborates with sales or marketing representatives to fully understand product and communication needs.

Gathers the materials necessary to understand the project and competition in the area such as literature or previous marketing campaigns; analyzes these materials to determine the most effective communications technique.

Based on assessment, drafts and proposes communications campaigns, which may include social and online media, print media, direct mail, and other multimedia.

Work with the Sales Coordinator to keep eblast list up to day and applicable. Analyze the eblast reports and make suggested adjustments to best reach our target audience.

Evaluates success of campaigns while they are ongoing and makes changes when needed.

Willing and flexible to tackle new tasks and grow with the team!

Required Skills/Abilities:

Excellent SEO understanding and ability

Excellent verbal and written communication skills.

Excellent organizational skills and attention to detail.

Excellent time management skills with a proven ability to meet deadlines.

Strong analytical and problem-solving skills.

Strong eye for design and image/brand compatibility

Proficient on: Hubspot, Mailchimp, Wordpress, Asana, Slack, Social Media apps

Education and Experience:

Bachelors degree in Business Administration, Marketing, or related field required; Masters degree preferred.

At least five years of experience in marketing and long-range planning required.

Physical Requirements:

Prolonged periods of sitting at a desk and working on a computer.

Must be able to lift 20 pounds at times.

About What's Happening Promotions:

What's Happening Promotions (www.whpinc.com) is a highly successful, privately held organization with divisions ranging from magazine publishing, advertising, design, and promotional products. Our mission is to help our clients continue to grow their businesses while increasing their exposure to the community. This is achieved through our team-building atmosphere where we strive to help our employees succeed professionally as well as personally.

Benefits:

Competitive pay

Remote work possible

Health/Vision/Dental insurance available after probationary period

401k