



**JOB TITLE:** Marketing Manager

**YOUR PERFECT JOB?**

RED Promotions provides promotional products for Fortune 100 companies, small businesses, and everyone in between. We are looking for a smart, talented, energetic marketing ninja to lead our marketing efforts. This is a new position in the company. Your role will be to develop our overall marketing strategy and execute the marketing and sales plan that will generate more exposure for Red Promotions, drive more business with our existing clients and help create opportunities with new clients. You will be a member of our leadership team, report directly to our CEO, and work collaboratively with the 6 Account Team leaders and our freelance designer.

**ABOUT YOU:**

You are friendly, love to work in a team environment, are highly motivated, love to research current trends, and understand that it's all about the customer. You thrive in a fast-paced, high-energy environment. You are trend savvy, consider yourself to be creative, and have a proven track record of success.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Initially, research and learn the Promotional Products Industry business, and Red Promotions previous go-to-market strategies, culture, client needs and account team needs.
- After 30 days +/-, create and present your overall marketing plan and strategy that includes tactics, messaging, visual appearance/aesthetics, and budget.
- Continually research what is current in terms of design, decoration, apparel, packaging, merchandise, business/customer needs, public concerns and more.
- Create ongoing campaigns, i.e. monthly, assets/campaigns that the account teams can send to clients to create interest and use in their own personal social media accounts. Topics and assets utilized will be the result of your ongoing research.
- Identify the best marketing automation tool to utilize for our teams.
- Be responsible for our website which includes updating content as needed, messaging, SEO, and lead tracking.
- Enhance our e-mail marketing by identifying the best tool to use and provide key metrics and ROI analysis.
- Research other exposure/PR activities, i.e., blogs, industry award competitions, speaking engagements, and more.
- Work with our freelance designer to enhance client presentations, i.e. help with messaging/content, format, layout, and overall approach.

**REQUIRED SKILLS AND EXPERIENCE:**

- Minimum of 5 years experience in a marketing role
- Excellent written and communication skills
- Proficiency in Microsoft applications (Word, Excel, Outlook, and PowerPoint)
- Metrics-driven marketing mind with an eye for creativity
- Experience with marketing automation and CRM tools
- Proven success in developing marketing plans and campaigns
- Social media expertise
- Website SEO expertise
- Experience working within 3<sup>rd</sup> party marketing automation tools such as HubSpot

**A plus but not required:**

- Experience in the promotional products industry
- Well-versed in presentation skills
- Working knowledge of Photoshop and InDesign

**ABOUT RED PROMOTIONS**

RED provides promotional products for Fortune 100 companies, small businesses, and everyone in between. Founded in 2008, we are proud to be a certified women-owned and operated business. We live by our values of service obsessed, above and beyond and we get sh\*t done to provide our clients with SWAG that opens doors, creates connections and makes lasting impressions. We love SWAG and creating products that tell a story. We have a fantastic team of 14 people and are growing quickly by expanding our solutions and areas of expertise. We care about each other, recognize people for doing a good job and pick people up when they're having a bad day. We have a great work/life balance and a wonderful team-oriented culture.

**ABOUT OUR BENEFITS**

- Works hours M-F 8:00 – 5:00 PST (flexibility based on time zone)
- We are located in Bellevue, WA but are ok with remote work
- Competitive compensation plan
- Custom industry-leading technology
- Growing and stable company
- 401k Plan
- Medical Benefits
- A team that ROCKS!

Please email your resume with salary requirements to: [shelley@redpromo.net](mailto:shelley@redpromo.net)