



Marketing Manager

About Us: HIRSH is a family-owned, premier supplier of innovative and trending promotional products proudly based in Houston, TX. Founded in 1998, HIRSH offers over 50 leading retail brands. A focus on product safety, quality assurance, and give back programs form the principal strategy of HIRSH.

About You: The ideal candidate is a competitive self-starter that thrives in a fast-paced environment. You must have a creative mind, and are capable of writing for creative and technical purposes. You thrive in a collaborative team environment, and understand the importance of marketing as the top of the sales funnel.

Responsibilities:

- Develop and implement multi-channel marketing plans
- Plan, oversee, and execute all email campaigns, social media posts, blog articles and press releases
- Generate marketing performance reports with actionable insights
- Work closely with the in-house Art Department to create sales collateral that aligns with marketing and sales goals
- Monitor, continually evaluate and optimize digital and print marketing to align messaging with marketing goals to maximize ROI
- Coordinate efforts between teams to deliver a full line catalog
- Plan, create and post on Facebook, Instagram, LinkedIn, Twitter, and other various social media channels consistently.
- Plan, create and post value add content on the company blog in an effort to drive higher SEO

Qualifications:

- Bachelor's Degree or equivalent experience in Marketing
- Excellent written and verbal communication skills
- Ability to multi-task, organize, and prioritize work
- Enthusiastic and passionate about your job
- Advanced PC skills, preferably with Adobe Illustrator and or Adobe PhotoShop experience
- HTML web page coding experience a plus
- Familiarity with Google Workspace a plus
- ASI/PPAI, promotional products industry and/or ad specialty industry experience is a plus.

Fine Print:

- All training is offered on site.
- Remote work unavailable.