

**Job Type**

Full-time

**Description**

The Marketing Manager at Charles River Apparel will be an essential contributor to our marketing efforts, focusing on executing marketing strategies to support the company's growth objectives. This role is ideal for an organized and detail-oriented individual who will actively participate in task management, marketing campaigns, brand engagement, and customer outreach. Reporting to the Vice President of Strategic Initiatives, the Marketing Manager will collaborate closely with cross-functional teams to implement marketing initiatives and track deliverable

s to ensure on-time completion of marketing projects.

**Requirements**

- Lead the execution of integrated marketing strategies that align with the company's goals.
- Oversee the day-to-day operations and ensuring the successful execution of marketing deliverables.
- Ensure the consistency and relevance of the company's brand identity and product positioning across various markets.
- Manage marketing team activities to help meet marketing objectives and deadlines.
- Contribute input on product design and development to ensure market relevance.
- Collaborate with the merchandising and product development teams to plan marketing activities for new product launches.
- Identify and explore partnership opportunities with customers that align with our brand.
- Support digital marketing plan and efforts, including online advertising, social media, and SEO strategies to maintain the brand's digital presence.
- Collaborate with the Director of Marketing Operations and sales team to provide marketing assistance for lead generation, account onboarding, and closed opportunities.
- Work closely with the Director of Marketing Operations to implement account-based marketing strategies focused on building strong, personalized relationships with accounts.
- Implement initiatives to engage customers and enhance brand loyalty, including loyalty programs and personalized content.
- Act as the primary marketing point of contact for key customer accounts, understanding their needs and ensuring their satisfaction.
- Use customer feedback and insights to tailor marketing strategies and campaigns to meet customer expectations and address pain points.
- Assist with managing the marketing budget and optimizing resource allocation.
- Support the creation and maintenance of marketing collateral for the sales team, such as product flyers, displays, and sales presentations.
- Plan and execute marketing activities for trade shows, industry events, and conferences to increase brand exposure.
- Stay updated on industry trends and conduct market research to adapt strategies and identify opportunities.

- Contribute to building a positive, mission-driven culture within the marketing team that promotes collaboration and creativity.

**Qualifications:**

- Bachelor's degree in marketing, business management, or a related field required.
- A minimum of five years of experience in marketing.
- Experience in the apparel industry and understanding of fashion trends and consumer behavior are preferred.
- Demonstrated success in marketing and an ability to work effectively within a team.
- Strong organizational and project management skills with a focus on tactical execution.
- Effective communicator with a history of collaborating across departments.
- Adaptive thinker capable of tying creative marketing efforts to tangible results.
- Ability to manage multiple projects and meet deadlines in a dynamic environment.
- Experience in supporting marketing operations, including familiarity with marketing automation, CRM, and digital asset management (DAM) systems.
- Familiarity with e-commerce, digital marketing, SEO, and marketing tactics in both B2B and B2C settings.
- An emphasis on collaboration and teamwork.