

Title	Marketing Manager
Objective	The Marketing Manager is in charge of the marketing portion of the business development team, providing support for sales. This position includes director level growth potential.
Typical Duties & Responsibilities	<ul style="list-style-type: none"> <li>• Lead business development team in development and implementation of marketing campaigns</li> <li>• Manage marketing requirements of operating divisions</li> <li>• Copy writing and graphics development of marketing materials (brochures, cut sheets, advertisements )</li> <li>• Update and maintain marketing file systems</li> <li>• Develop product launch functions</li> <li>• Manage graphics/photo library</li> <li>• Organize and manage tradeshow participation and user conference events, including travel</li> <li>• Prepare and distribute quarterly newsletter</li> <li>• Drive website enhancements, layout and development</li> <li>• Maintain accurate competitive information and market analysis</li> <li>• Manage ongoing marketing communications, including press releases and announcements</li> <li>• Develop and maintain budget for marketing department</li> <li>• Develop and maintain corporate metrics</li> </ul>
Required Skill Sets	<ul style="list-style-type: none"> <li>• Strong verbal and written skills</li> <li>• Technical writing experience</li> <li>• Experience in marketing material design using Adobe Creative Suite products</li> <li>• Familiarity with Microsoft Office</li> <li>• Ability to manage multiple projects at once</li> <li>• Strong attention to detail with a focus on consistency</li> </ul>
Education, training or Equivalent requisites	<ul style="list-style-type: none"> <li>• Bachelor's degree in marketing, communications, or related field</li> <li>• 5+ years experience managing marketing/communications, preferably in technology or AEC industries</li> <li>• Must be able to present portfolio of relevant design experience</li> </ul>
Salary Range	Commensurate with experience

Contact:

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