



## MARKETING MANAGER JOB DESCRIPTION

### Summary

The Marketing Manager is responsible for developing Vertical Solutions brands, managing the creation of marketing materials & content to generate sales, and analyzing current and potential markets to maximize growth and profitability. This role will focus on creating & promoting content to highlight the unique design and projects of the company.

### Primary and Essential Functions

- Determine marketing strategies to increase sales and further promote Vertical Solutions within the industry;
- Coordinate & contribute to the production and implementation of multi-channel marketing campaigns and promotional materials. Materials and assets include, but are not limited to, website banners, email templates/announcements, social media copy and design, videos and animations, posters, & white papers;
- Manage creation of social media content and works with marketing team to ensure a regular posting schedule for all social media platforms;
- Create whitepapers for Vertical Solutions to educate their potential clients on the advantages of working with their designs;
- Assemble and manage email marketing campaigns (biweekly newsletters and targeted emails), ensuring content and design are in line with company goals and strategies;
- Conduct market research to assess and improve Vertical Solution's marketing strategies;
- Measure and evaluate marketing efforts to determine their effectiveness;
- Manage task assignment to marketing team, freelancers, & interns;
- Assist with the recruitment process; participate in interviews and hiring decisions;
- Document and enforce policies, processes, and procedures;
- Ensure staff effectively execute and meet production and project deadlines;
- Meet daily with marketing team to go over daily tasks and proprieties and manage daily scrums;
- Responsible for creating and maintaining the annual marketing campaign calendar and keeping track of quarterly goals;
- Proof and approve all marketing material (digital and physical). Nothing should be printed until approved by Marketing Manager to ensure error-free copy and consistent brand messaging;
- Update, manage and clean email lists weekly in Mailchimp to include new members and guests;
- Assist with design, content, copy, upkeep, and SEO on websites;
- Ensure all design elements, templates, and finished materials integrate with company "brand image";
- Uphold our reputation and placement in the industry via various communication channels;
- Facilitate communication of marketing promotions to pertinent departments such as Sales & Design;
- Additional duties as assigned.

## Requirements

- Bachelor's degree in Business Marketing, Communications, Design, Art, Multimedia, Graphic Communications, or related field with 3 years of relevant experience;
- The ability to set vision and drive concepts through the entire creative and development process;
- A minimum of two years managing a team;
- PR experience a bonus;
- High proficiency in Adobe Creative Suite- Photoshop, Illustrator, & InDesign.
- Knowledge of HTML and/or WordPress experience is preferred;
- Climbing experience/knowledge of climbing community preferred;
- Must have a good understanding of typography, layout, and design trends;
- Well-developed time management skills with the ability to prioritize effectively;
- Familiar with a variety of Marketing concepts, practices, and procedures;
- Excellent written and verbal communication skills;
- Ability to exercise discretion and independent judgement;
- High energy and positive attitude with a skill set to work well within a team environment;
- Ability to work autonomously and be proactive;
- Must take pride in and maintain integrity in their work;
- Knowledge of Scrum process a bonus;
- Be able to collaborate and innovate as a means to create exceptional value for our members, our company, and ourselves.

*Vertical Solutions is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.*