

Job Description

Job Title	Marketing Manager	FLSA	Exempt
Reports To	Director of Human Resources	Work Arrangement	Hybrid
Department	Operations	Location	Exter, NH
Hours	9:00 am to 6:00 pm	Position Level	Mid-Senior
Travel	2-days a week (NH), offsite work & events	Date	09/16/2024

Your Role

The Marketing Manager will play a crucial role in advancing our marketing strategy and brand by implementing strategic initiatives that align with the business vision. This individual must be proactive and highly organized, capable of managing projects from inception to completion with minimal supervision. The role involves overseeing a range of marketing functions, including content and social media management, awards, and recognition, branding efforts, and ensuring compliance with marketing-related regulations and standards. Additionally, this position involves key responsibilities in event coordination and management. The ideal candidate will thrive in a fast-paced environment, demonstrate strong leadership skills, strategic thinking, and deliver impactful results across all marketing activities.

Your Responsibilities

- **Marketing Strategy Development:** Collaborate with leadership and teams to foster a unified “one-team” mentality, ensuring marketing strategies reflect the company credo and integrate organizational values for consistent and authentic brand communications.
- **Content Creation:** Create compelling marketing content across various platforms, including websites, blogs, proposals, newsletters, email campaigns, and social media.
- **Campaign Management:** Closely collaborate with senior leadership to build high-performing marketing campaigns that contribute to increased sales pipeline and new customer acquisitions.
- **Data Analysis and Reporting:** Track and analyze marketing metrics for ROI, prepare reports to guide strategic decisions and optimize budget allocation.
- **Brand Management:** Oversee branding to ensure consistency with our mission and values, ensuring a strong identity across all materials and communications.
- **Partnership and Outreach:** Build and nurture relationships with industry stakeholders and influencers to develop strategic partnerships that amplify our brand and drive sales.
- **Vendor Management:** Manage vendor partnerships by reviewing contracts, negotiating pricing, and budgeting.
- **Marketing Research:** Conduct market research to understand target audiences, competitors, and trends, using insights to refine marketing strategies and outreach.
- **Website Redesign:** Lead the strategic redesign of the company website to ensure it reflects the brand’s vision, enhances user experience, and aligns with overall marketing objectives.
- **Asset Management:** Maintain and oversee updates on marketing collateral, including templates and project data within the marketing database.
- **Awards and Surveys:** Manage company awards and surveys. Award entries for up to eight awards annually, staffing surveys and internal NPS scores and assessments.
- **Event Management:** Plan, organize and execute promotional events, tradeshow, and the annual awards banquet. Ensure events are aligned with our strategic goals and deliver a high impact.
- All other responsibilities as assigned.

Qualifications

- Bachelor's degree in Marketing, Communications or a related field, or equivalent experience.
- Minimum of 5-7 years of experience in marketing, with a proven track record of developing and executing successful content and campaigns. Experience in staffing is a plus.
- Strong strategic planning and project management skills.
- Proficiency in digital marketing tools, social media platforms, and content management systems.
- Excellent communication and interpersonal skills.
- Solid understanding of branding, marketing strategy, and market research.
- Ability to generate innovative ideas and solutions that drive engagement and promote the brand.
- Comfortable working independently in a fast-paced environment, with the ability to manage multiple projects and adapt to changing priorities.
- Knowledge of Bullhorn and Herefish is a plus.

Other Considerations

- Digital Prospectors is headquartered in Exeter, New Hampshire. The successful candidate will be expected to work in the office two days a week, specifically on Tuesday and Thursday.
- Ability to travel to the Exeter, NH, and Boston, MA offices, client sites or work-related events, as needed for business purposes.
- Due to the nature of the job responsibilities, including events, campaigns, and related projects, flexibility to work outside of regular business hours may be necessary to meet deadlines and ensure project success.

Equal Opportunity Statement

Digital Prospectors is an equal opportunity employer. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, vendors, and customers. Digital Prospectors provides equal employment opportunities to all employees and applicants and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. We prohibit discrimination in decisions concerning recruitment, hiring, compensation, leaves, layoffs, benefits, training, termination, promotions, or any other condition of employment or career development.

Digital Prospectors is dedicated to promoting diversity, multiculturalism, and inclusion within our workplace. It is our policy to ensure equal employment opportunity without discrimination or harassment based on any of these characteristics. Digital Prospectors affirms the right of all individuals to equal opportunity and prohibits any form of discrimination or harassment.