

Marketing Manager

We are seeking a Marketing Manager for our agency client located in downtown Cincinnati.

Critical Skills/Traits:

To be a successful Marketing Manager, you must possess exceptional communication skills. You must be confident, ambitious and self-motivated and thrive when working independently. You should be a keen listener and have strong organizational skills with the ability to multi-task and manage pressure situations.

Job Description:

The company's Development team is an inter-discipline group of top performers with a passion for collaborating and telling their story in the most creative and compelling ways imaginable. The Marketing Manager is responsible for organizing, implementing and monitoring effective marketing activities that align with our company's business goals.

Our ideal candidate has experience managing agency promotional projects end-to-end, including paid advertising campaigns, content development, social media, community management and CRM, all in an effort to drive positive awareness of the agency, and generate leads for business development.

Core Responsibilities

- Lead execution of marketing plan that aligns with the agency strategic vision and business development goals
- Work with an integrated team to develop and manage all company touchpoints (sales materials, website, capabilities, case studies, social media channels, CRM, blog, etc.)
- Monitor all marketing campaigns and improve efforts in real time
- Prepare monthly content calendars and reports on marketing metrics
- Provide guidance and ideas to organize internal and external marketing events
- Identify networking seminars and conferences for agency leaders
- Secure speaking engagements and other thought leadership opportunities for agency leaders
- Support pitching local and national agency stories to trade media (new account wins, new hires, campaign successes, leadership profiles, etc.)
- Successfully prepare submissions for the industry's most notable accolades including *AdAge* Small Agency of the Year, Best Place to Work, creative awards, etc.
- Input regular updates into CRM system to manage and track contacts, leads and accounts
- Research prospects prior to pitches
- Organize and prepare content for RFI submissions
- Manage search consultant databases to ensure up-to-date information is submitted
- Serve as webmaster for the site

Requirements

- Bachelor's degree and a minimum of four years of relevant experience in marketing
- Experience with CRM software (i.e., Hubspot, Salesforce, SharpSpring) is nice to have
- Strong analytical and project management skills
- Strategic mindset with creative vision
- Passion to be on the forefront of significant agency growth
- Believes no task is too big and no detail too small
- Persuasive media pitching
- Ability to perform in a fast-paced environment, under high pressure and quick deadlines

This position reports to the Chief Development Officer.