

Marketing Manager

Full-Time, Salary

Responsibilities

- Assist in the development and implementation of the company's brand strategy
- Ensure all marketing efforts reflect Portable Church Industries' mission and branding
- Create the marketing plan and strategy by assembling a variety of deliverables.
- Prepare marketing activity reports and metrics for measuring program success
- Support the maintenance and development of internal tools, such as Pardot, Salesforce, and others as needed
- Communicate campaign objectives, timelines, and deliverables to sales team, and provide instructions for use or promotion
- Aid in planning and managing meetings, events, conferences, and trade shows
- Manage database with all contacts and have full understanding of mailing segmentation lists
- Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate
- Coordinate the creation of new marketing materials as needed
- Continually research new sources of prospective customer data and provide recommendations to sales and marketing leadership
- Represent company and company mission, values, and branding by attending conferences and shows
- Social media approvals and management
- Coordinate set up of all resources, lead magnets, and other content
- Maintain partnership/sponsor relationships
- Oversee website, domain hosting, and maintain ongoing relationship with web developer and server hosting company

Requirements

- Experience with marketing and branding strategy
- Proficient in Google Suite and Microsoft Office Suite
- Experience with Salesforce and Pardot
- Strong interpersonal skills