

Job Title: Marketing Director
Department: Sales and Marketing
Reports To: VP of Sales and Marketing
FSLA Status: Fulltime / Exempt
Location: VARtek Corporate offices

Position Summary: Marketing Director supports the organization's mission, vision and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect, personalization, commitment to community, and accountability and ownership.

As a member of the organization's management team, performance includes demonstration of the following accountabilities: leadership, communication, mentoring, empowerment, and resource management.

Essential Duties and Responsibilities include the following: *Other duties may be assigned as required to meet the corporation goals*

While maintaining a hands-on level of involvement in day-to-day marketing activities the Marketing Director is responsible for all activities related to conceptualizing and implementing market strategy and achieving marketing targets. Including but not limited to the following key areas:

Marketing collateral - Creates collateral that drives brand awareness, and sales growth; develops and coordinates multimedia packages—letters, brochures, video; develops draft advertising text and layouts as part of campaign materials; development of videotape scripts for promoting the corporate image, oversees editing to assure quality production

Trade Show and Event Management - Develops all pre and post marketing materials; manages supplier negotiations; coordinates booth placement, set-up, staffing and tear-down; annual trade show and event scheduling

Market Research - Develops and administers marketing databases; Manage data for custom tabulations - Write reports and develop PowerPoint presentations; research, writes and develops supporting graphics, charts, and presentations; utilization of social media and sales tools

Marketing Activities - Ensures marketing communications are coordinated, support marketing plan objectives and meet organizational expenditure requirements; develops, monitors and tracks direct mail programs, lead generation programs and permission Based Email Programs; internal and external communications management

Customer Satisfaction & Loyalty Analytics – Works with operations and sales teams to develop effective customer satisfaction data collection tools and processes; develops and utilizes customer case studies

Qualifications/Requirements:

To perform this job successfully the individual must have proven experience developing successful marketing programs with a hands on approach. This position requires an individual who wants to perform functions at all levels within the marketing department, administrative, strategic, hands on. This person must be able to communicate effectively with clients, executives, management and internal personnel. This person must be able to think, act, and react strategically, manage multi-task assignments, and work independently. The items listed below are representative of the knowledge and ability required for this position.

Education and/or Experience: Bachelor's degree, 8 to 10 years experience or equivalent combination of education and experience. Demonstrated experience implementing marketing graphic design projects and programs with five years experience in a program leadership role as by awards received, reputation gained, and/or portfolio compiled.

Reasoning Ability: The ability to analyze information and solve problems on a complex, thought-based level; Ability to apply knowledge in problem-solving using theory, metaphor, or complex analogy; and Understanding relationships between verbal and non-verbal ideas; A wide degree of creativity and latitude is expected.

Knowledge and Skill: Broad knowledge of marketing communications strategy and processes; excellent communication skills; demonstrated ability to effectively use office automation and communication software and tools currently being used in the office environment.

Competencies: Action-oriented with ability to deliver creative, timely and positive results; Passionate about marketing and sales; exceptional writing and editing skills; superior project and time management skills;

Application Knowledge: Microsoft Word; Excel; PowerPoint; HTML and CSS/PHP and ASP; CRM Experience; ExactTarget email platform; Adobe Creative Suite including Flash and Fireworks; Imovie; Garageband; Social Media - Twitter, Facebook, Digg, LinkedIn, etc.

Corporate Expectations: Employees are expected to generate ideas that will improve sales growth, broaden our market footprint and create brand identity. Employees are expected to work extended hours to meet deadlines when required by business needs. Employee should be excited to thrive in an atmosphere of constant change, process, and innovation

Work Environment: The Company provides a friendly, comfortable work environment with moderate temperature variations and noise levels.

To apply, click here.