



**Job Posting:** Marketing Manager at The Kanata Group

**Company:** The Kanata Group

**Position:** Marketing Manager

**Reports to:** Director of Sales & Marketing

**Location:** St. Louis, MO or Remote

**Type:** Full-Time

### **About Us:**

The Kanata Group is a renowned leader in crafting high-quality, premium blankets, towels, and lifestyle products. Our commitment to excellence and innovation has earned us a loyal customer base and a reputation for delivering unparalleled craftsmanship.

### **Role Overview:**

As the Marketing Creative Director at The Kanata Group, you will play a pivotal role in shaping and executing our brand's creative vision across various platforms. You will conceptualize and produce compelling, visually stunning content that resonates with our target audience and elevates the Kanata Group brand.

### **Key Responsibilities:**

- Develop and execute the overall creative strategy for The Kanata Group, ensuring alignment with brand objectives, values, and target audience.
- Assist in the creation of marketing collateral, including but not limited to promotional offers, advertising campaigns, product catalogs, website content, email campaigns, and social media assets.
- Manage creative projects from conception to completion, ensuring adherence to timelines, budgets, and quality standards.
- Analyze performance metrics and customer feedback to optimize creative strategies and tactics for maximum impact and effectiveness.
- Conduct research on industry trends and competitor activities, providing insights to inform our marketing strategies.
- Foster a collaborative and inclusive work environment that encourages creativity, experimentation, and professional growth among team members.
- Represent The Kanata Group as a brand ambassador at industry events, trade shows, and other promotional activities as needed.

### **Qualifications:**

- Bachelor's degree in marketing, advertising, design, or a related field.
- 2 years of experience in a creative leadership role, preferably within the consumer goods or lifestyle industry.
- Proven track record of developing and executing successful marketing campaigns that drive brand awareness, engagement, and sales.
- Strong strategic thinking, problem-solving, and decision-making skills with the ability to translate business objectives into creative solutions.

- Excellent leadership and team management abilities, with a demonstrated ability to inspire, mentor, and develop creative talent.
- Proficiency in graphic design software (e.g., Adobe Creative Suite) and social media management platforms.
- Exceptional communication, presentation, and interpersonal skills.
- Ability to thrive in a fast-paced, dynamic environment and manage multiple projects simultaneously.
- Passion for design, creativity, and storytelling, with a keen eye for detail and aesthetics.
- Knowledge of digital marketing platforms, analytics tools, and SEO best practices is a plus.

**Benefits:**

- Competitive salary
- Comprehensive benefits package including health, dental, and retirement plans.
- Company-provided technology and sales tools.
- Ongoing training and development opportunities.
- A dynamic and supportive team environment.

Join The Kanata Group and become a key player in helping our business enhance our brand visibility. If you're ready to make an impact and take your professional career to the next level, apply today to be our Marketing Manager. We look forward to welcoming you to our team!

All applicants can send resume with job history to  
Miranda Searls email: [Msearls@thekanatagroup.com](mailto:Msearls@thekanatagroup.com)