



For over 50 years, Summit Group has been helping companies “Live their Brand” through a multitude of solutions that include branded merchandise, reward & recognition technology and programs, eCommerce platforms and creative communication campaigns—all designed to impact employees, channel partners and clients. We pride ourselves in “Relentlessly Hunting for the Wow” for our teams and our clients. We believe that serving our clients starts internally with happy teams who feel appreciated and “Work Together Like Family”.

Summit Group is looking for a **Marketing Manager** - a newly created role responsible for executing on the company's marketing initiatives. The Marketing Manager will be responsible for the project management, execution and implementation of tactical marketing initiatives as well as managing the promotion and positioning of the brand and its product lines and services. The Marketing Manager is required to collaborate with the inter-departmental resources to deliver marketing campaigns with impact on the sales revenues of the teams. A successful Marketing Manager attracts clients and employees to buy from/apply to the company, and to raise brand awareness through the creation of marketing campaigns, all while tracking contacts and conversions.

The Marketing Manager role reports to the Chief Growth Officer, together working to ideate plans and campaigns that deliver on business objectives. This is a great role for the candidate looking for a challenging, but growth-rich opportunity.

Primary Responsibilities:

- Deliver content and collateral in support of sales programs, campaigns, and revenue objectives, including copywriting/editing for collateral, digital advertising, social media, and PR
- Actively maintain a contact database within Active Campaign, maintain and further develop marketing automations to minimize manual intervention on ongoing and future campaigns
- Manage summitmg.com website, utilizing WordPress Content Management System with support of a WP developer
- Create, publish, and monitor social media
- Support employer brand campaign in collaboration with Human Resources
- Ideate, create, launch, and measure marketing campaigns (internal and external) in support of lead generation for the Client Success teams,
- Support company efforts to improve brand consistency and awareness, including maintaining Brand Guidelines
- Develop and sustain strong working relationships with internal personnel across all functions of the organization
- Develop new self-promotion merchandise aligned with brand and campaigns, in line with budget provided
- Maintain internal SharePoint site to keep internal teams informed

- Manage the Annual Client events, complete with registration and post-event gifting via decoder and pop-up shops
- Orchestrate studio display merchandising with latest supplier samples seasonally (across 3 locations)
- Liaise with the Client Success teams to obtain cases and continue to garner their engagement and support in campaign

Skills & Experience Preferred:

- Experience in progressive marketing communication roles in support of lead generation
- Strong communication, sales, and presentation skills
- Knowledge of a variety of media platforms and current marketing trends is essential
- Fluency across multiple social media platforms
- Excellent English language writing and copy-editing abilities
- Experience and aptitude in Microsoft Office
- Experience using WordPress CMS
- Promotional Marketing Industry experience is a plus
- Experience in building within a marketing automation platform (Active Campaign experience would be a plus). Not only digital, but also via direct mailings.

What does it take to be a successful Marketing Manager at Summit?

- As a marketing team of one, independent workers who like to control all elements are best suited for this position. Be prepared to ideate, create, and deliver - with the help of a part-time graphic designer.
- Works independently in a fast-paced environment while efficiently and effectively managing competing priorities across departments
- Excellent oral and written communication skills
- Plans, prioritizes, and organizes work and suppliers effectively to produce measurable results
- Works well with others cross-functionally
- Responsible leadership
- Self-starter who appreciates working independently

We believe in building Better Lives for our associates and offering excellent benefits and perks, to include:

- Comprehensive healthcare coverage
- Flexible PTO Program (vacations are encouraged!)
- Paid time off to “give back” to the community
- 401K retirement account
- Summit Wellness Program, to include unlimited access to a Wellness Coach
- Continuing education reimbursement

Culture means everything to us. Working at Summit will give you the opportunity to be around the best team members who are serious about family, values, and success. Together, the Summit family works hard to make our vision come alive, constantly finding ways to Build Stronger Brands to Create Richer Lives and a Better World.

Consider being a part of this exciting journey and join our dynamic, growing team today!

