



**Job Title:** Marketing Manager, Raining Rose Promos

**Reports To:** Director of Promotional Sales

**Classification:** Exempt

**Date Updated:** April 11, 2023

## **SUMMARY**

**Who you are:** You are a big-picture strategic thinker, but also well-rounded and able to execute across various marketing needs (email, social, web and sales enablement). You have experience handling marketing in a business-setting, probably in a leadership capacity (formal or informal). You love slaying challenges of all kinds: creative, brand, process and sales. You know how to create buy in, and form relationships and become essential in any team. You love seeing what is around the bend and experimenting with new approaches to marketing and sales work.

**What you're looking for:** You're looking for an opportunity to take a formalized marketing leadership role where you can make your mark on the trajectory of a company. You want to build a team, create and execute marketing strategy, align with sales reps, and determine the best ways to invest our resources for brand glory and customer experience.

**About Us:** We are a B-Corp and a fast-growing manufacturer and supplier of personal care promotional products, including lip balm, sunscreen, hand sanitizer, and lotion. We don't have a broad catalog – we are the type of company that prioritizes quality and sustainability over quantity, and we are known for it. Our team is changing, and you'll be pushed to evolve and collaborate as we prep for our next phase of growth. In this role, you'll work closely with a sales team, customer service team, and others who support our customers through the production process.

## **About the Marketing Manager Role:**

### **ESSENTIAL DUTIES AND RESPONSIBILITIES** (include but are not limited to the following)

- **CULTURE:** Most importantly, display and promote company values (ASPIRE: Attitude, Safety, Passion, Integrity, Relationship, and Evolve).
- **PLANNING:** In partnership with department director and sales representatives, create quarterly and annual marketing plans that align with team goals.
  - Review plans based on brand activities, product promotions, customer experience, sales activities, and team travel.
  - Review ability to execute between internal team resources and third-party agencies and set realistic targets.
  - Make sure marketing team workload is ambitious but manageable, and communicate updates to the plan as priorities shift.
- **EXECUTION:** Bring plans to life by communicating expectations and deadlines, and then jump in to assist with execution.
  - Contribute to daily execution: This could include writing copy, posting content or updates to a website, creating simple designs, creating sales presentations, creating/sending emails and more. This role is an important individual contributor as well as manager.



- Hold standards on brand consistency, but direct team execution to balance the right effort to the impact of a project.
- Review the team's output and provide feedback on brand, audience approach, format, design, copy, etc.
- Coordinate with third-parties or agencies as needed to ensure work is done well, on-message and on-time.
- Ensure steady progress on strategic needs including (but not limited to): Product marketing improvements (images, sales materials), website enhancements, and selling more into our top accounts.
- **REVIEW AND RESEARCH:** It's important to look at the results and see where we can improve.
  - Review campaign analytics quarterly to see where improvements can be made.
  - Work with third-party partners to review performance analytics and ask for recommendations on how to improve.
  - Ask for feedback from customer service and sales, where it's important, before launch.
  - Look at how other industry teams are achieving similar goals and make recommendations for new tactics, platforms and more.
- **INDUSTRY:** Occasionally travel to events in the promotional products industry, to support company activities at tradeshows, to learn about trends, and to act as a representative of the company.
- **TEAM:** As a leader on the team, act as a mentor and trainer and help connect employees to the mission of our company.
  - Responsible for hiring marketing team members and successfully training and integrating them into their role.
  - Conduct regular 1-1 conversations to assess workload, questions, provide and receive feedback.
  - Conduct quarterly, annual performance reviews.
  - Establish performance goals with direct reports and provide support and accountability.
- Other duties as assigned.

## REQUIRED SKILLS AND ABILITIES

- Excellent planning and organizational skills, with demonstrated experience creating marketing plans and executing on strategy
- Exposure to digital and direct response marketing
- Demonstrated understanding of social media platforms
- Strong written and verbal communication skills
- Ability to work independently
- Creative and innovative, with demonstrated ability to evaluate marketing assets for effectiveness and adherence to strategy
- Exhibit sound and accurate judgment based on results, data, best practice and trends
- Well-developed interpersonal skills, with the ability to work effectively across departmental teams.
- Detail-oriented
- Effective time and project management
- Demonstrated ability to learn and apply new approaches
- Intermediate level computer literacy



- Proficient in Microsoft Office Suite Products and ability to learn new systems and platforms quickly

#### **EDUCATION AND/OR EXPERIENCE**

- Bachelor's degree in a relatable field required
- A minimum of 5+ years' experience on a marketing team in a key capacity (content development, digital marketing, analytics, or some combination) required
- Demonstrated leadership ability in a formal or informal capacity
- Knowledge of content, copy, multi-channel layouts and graphics fundamentals preferred

#### **PHYSICAL REQUIREMENTS/ WORKING ENVIRONMENT**

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Sit an average of 6-7 hours per day
- Stand an average of less than 1 hour per day
- Walk an average of less than 1 hour per day
- Required Movements:
  - Bend/Stoop – Rarely (1-2 times per day)
  - Reach above shoulder level – Rarely (1-2 times per day)
  - Squat – Rarely (1-2 times per day)
- Weight Carried:
  - Up to 10 lbs – Rarely (1-2 times per day)
- Weight Lifted:
  - Up to 10 lbs – Rarely (1-2 times per day)
- Hands Used for Repetitive Action:
  - Simple/light grasping (both hands) – Constant (greater than 25 times per hour)
  - Fine dexterity (both hands) – Constant (greater than 25 times per hour)
- Job requires wearing personal protective equipment as necessary

#### **JOB DESCRIPTION ACKNOWLEDGMENT**

By signing below I acknowledge that I have read the Divisional Marketing Lead job description, understand the expectations, and am able to perform the essential duties and responsibilities necessary to successfully perform the job as described with or without reasonable accommodations.

I also understand that the job description may be changed at the discretion of the company at any time.



---

Signature

Date