

Marketing Manager - Salt Lake City, Utah

About Us:

Brand Aid is an award-winning, design-centric distributor of high-quality branded consumer products within the promotional products industry. Brand Aid's Corporate Social Responsibility (CSR) efforts are focused on positively impacting society through environmental stewardship, ethical business practices, charitable giving and diversity, equity, and inclusion leadership.

Providing an exceptional customer experience to all customers is the Company's number one priority. Every associate has a role in delivering that experience through Brand Aid's foundational values of trust, integrity, humility, diversity, community, and truth. The Company's success is driven by its employees' success – "Pride in People, Pride in Product." Brand Aid's culture is filled with collaboration, initiative, engagement, continuous problem-solving, strong values for safety, and respect for people.

Job Summary:

Brand Aid is seeking an experienced Marketing Manager to join our promotional products agency. As a Marketing Manager, you will be responsible for developing and executing comprehensive marketing strategies that drive brand awareness, customer acquisition, and revenue growth. You will work closely with the sales team, creative department, and vendors to develop and execute marketing campaigns that align with the company's business objectives.

Responsibilities:

- Develop and implement marketing strategies that increase brand awareness, customer acquisition, and revenue growth.
- Collaborate with the sales team to develop targeted marketing campaigns that support their efforts to acquire and retain customers.
- Work closely with the creative department to develop marketing collateral, including product catalogs, brochures, email marketing, newsletters, flyers, and promotional materials.
- Manage the company's social media channels, including creating and scheduling posts, responding to customer inquiries, and analyzing engagement metrics on Hootsuite and Google Analytics.
- Manage email marketing campaigns, including creating and sending newsletters and promotional emails.
- Conduct market research and analysis to identify trends and opportunities in the promotional products industry.
- Manage relationships with external vendors, including printers, graphic designers, and photographers.
- Monitor and report on the effectiveness of marketing campaigns and make recommendations for improvements.

- Stay up-to-date on industry trends, best practices, and emerging technologies.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- 5+ years of experience in marketing, with a focus on developing and executing integrated marketing campaigns.
- Experience in the promotional products industry is a plus.
- Excellent written and verbal communication skills.
- Strong project management skills, with the ability to manage multiple projects simultaneously.
- Demonstrated ability to work independently and as part of a team.
- Strong analytical skills, with the ability to analyze and interpret data to make informed business decisions.
- Proficiency in Google Suite and experience with marketing automation platforms, such as HubSpot, Campaign Monitor, and Marketo.
- Knowledge of Adobe Creative Suite is a plus.

If you're a strategic thinker with a passion for marketing and a desire to work in a fast-paced, dynamic environment, we encourage you to apply for this exciting opportunity.