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**JOB POSTING**

**Marketing Manager**

**About Us:**

iPROMOTEu is a community of more than 1,100 independent distributors and salespeople throughout the United States and Canada and is one of the largest and most respected distributor organizations in the promotional products industry. Distributors and salespeople who affiliate with iPROMOTEu earn more money and enjoy a better quality of life while also keeping their brand and their independence. iPROMOTEu’s many benefits include: order financing; order processing; sales and marketing assistance; accounting and technology services; invoicing, accounts receivable and accounts payable cash management; and discounted pricing from industry suppliers

**Job Summary:**

The primary responsibility of the Marketing Manager is to generate marketing qualified leads for our Business Development team. A qualified lead is an experienced promotional products distributor or salesperson who meets the criteria to join the iPROMOTEu network of Independent Distributor Affiliates. You would be part of marketing team reporting to the company’s Vice President of Marketing. This is a full-time remote position involving periodic travel to the company’s corporate offices in the Boston area and to various industry trade shows, conferences and other events. Your compensation would be a combination of base salary and performance-based bonus compensation. A robust employee benefits program is provided as well.

**Areas of Focus and Key Responsibilities:**

* Develop the overall lead generation strategy to fill the sales funnel most cost-effectively.
* Create and execute lead-generation plans that deliver significant volumes of qualified leads utilizing SEO, email marketing, PPC, social media, print and digital advertising, and new marketing channels.
* Manage the marketing budget and prioritize spending to maximize qualified leads.
* Rigorously measure the lead and customer (affiliate) acquisition cost for each marketing channel and adjust spending to maximize ROI.
* Maximize website conversion rate through A/B testing of changes to website structure, design, and content.
* Analyze industry trends, market conditions and competitors’ marketing tactics to identify new opportunities.
* Develop business cases for lead generation programs and make recommendations on marketing tactics.
* Evaluate the impact of marketing programs in achieving their stated lead generation objectives.
* Elevate HubSpot email marketing initiatives by creating compelling content, A/B testing for optimization, effectively managing lists and segmentation, and building automated email marketing workflows to nurture existing web traffic to become sales-ready leads.
* Support additional iPROMOTEu marketing initiatives as needed, in-line with overall business goals.

**Qualifications:**

We are seeking a highly motivated and experienced Marketing Manager to join our team. The ideal candidate will bring the following experience/skills to the job.

* Demonstrated success in lead generation.
* Expertise with a wide variety of lead generation tactics, including SEO, email marketing, content marketing, PPC and social media.
* Strong analytical skills, with a data-driven, results-oriented approach.
* Excellent verbal communication, business writing, and copywriting skills.
* Strong project management and organizational skills.
* Tech-savvy, with a knowledge of marketing technologies (CRM, marketing automation, web analytics); html and WordPress a plus.
* Competence as a creative writer with an eye for great emails and landing pages
* Strong project management skills, problem-solving abilities, and metrics-driven thinking.
* Ability to travel as necessary.
* 4+ years of experience with B2B online marketing programs, with a focus on lead generation.
* Proficiency in the following software/tools is required:
  + HubSpot (certifications preferred)
  + Google Analytics (certifications preferred)
  + Excel and PowerPoint
  + Canva or similar asset creation platform
  + Project management system, such as Microsoft Project
  + Graphic design skills (preferred)

What We Can Offer You

A competitive benefits package that includes: Medical and Dental Coverage, Life Insurance, Disability Coverage, Unlimited PTO, Paid Holidays, Flex Plan and a company-matched 401K Plan.

Equal Employment Opportunity

iPROMOTEu provides equal employment opportunities to all employees and applicants for employment without regard to race, color, national origin, religion, sexual orientation, gender, gender identity or expression, age, veteran status, disability, pregnancy, or conditions related to pregnancy, or genetics. In addition to federal law requirements, iPROMOTEu complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company y has facilities.

No agencies or phone calls or email message please. Only qualified candidates will be contacted.

Job Type: Full-time

If you are interested and would like to learn more about this opportunity, please contact Laura High, iPROMOTEu’s Vice President of Marketing at 727-365-4536 or at [lhigh@ipromoteu.com](mailto:lhigh@ipromoteu.com). Thank you.