

Job Summary:

The Marketing Manager participates in the development, execution, and tracking of Supply Chain Now's marketing objectives to support overall brand strategies/goals. This position reports to the CMO and is responsible for conceptualizing and producing marketing materials, with a focus on digital marketing to include supporting campaigns, social media, content development, website, and email marketing for sponsors on behalf of Supply Chain Now.

Key Responsibilities:

Design and Content

- Create marketing materials and ensure brand guidelines are maintained.
- Create content for social media, landing pages, blog posts, emails, graphics, infographics, and more

Marketing Support

- Support CMO in building and maintaining the promotional, production, publishing, and editorial calendars
- Writing, proofreading, and editing creative and content across different mediums Execute and support livestreams, webinars, and other content assets leveraging email, social, SEO, inbound marketing and other channels
- Provide support for reporting/analyzing sponsor campaign performance and efficiency Optimize marketing automation and lead nurturing processes through email, content, and social channels
- Manage team of interns to meet specific Supply Chain Now goals Assist with podcast, webinar and livestream production and publishing Support collaboration with other internal teams (e.g. sales, production, etc.) to develop and monitor strategic marketing initiatives and manage small team of marketing support interns

Preferred Qualifications & Skills:

- Bachelor's degree in business administration, marketing, communications, journalism, or a related field
- 2-5 years of experience in marketing
- Working knowledge of Canva and iMovie.
- Experience with marketing automation tools (HubSpot, Hootsuite, Buffer), Google Analytics, Slack, etc.
- Passion for content development and content marketing. General understanding of SEO best practices.
- Exceptional written and verbal communication skills.
- Familiarity with podcast, webinar, and livestream production and marketing. Experience

with Zoom, StreamYard, Restream, Captivate (or other podcast publishing platforms) a plus.

- Creative. Finds fresh ways to visually communicate ideas/messages, work out how the pieces fit together, and brings them to life as a meaningful finished product.
- Strong project management skills and ability to prioritize with multiple deadlines.
- Analytical. This person should be interested in understanding, measuring and improving concept, campaign and content performance. Coachable, constant, voracious learner.
- Adaptable and open. Motivated and willing to try new things, shift course and take advice with a positive attitude. Coachable, constant learner. Flexible schedule and attitude.
- Attention to detail. Understands precision helps build trust within our team, and credibility within our organization and industry.
- Critical thinker. Analyzes situations or tasks and evaluates all aspects, plus the broader implications of any course of action.
- Proactive. Anticipates needs, problem-solves, communicates confidently, and acts.
- Strong conceptual thinking abilities: can find connections and patterns and piece them together to form a complete picture.
- Strong problem-solving skills coupled with resourcefulness.
- Collaborative/team player. Willing to form strong partnerships and build trust among team members.