



Job Title:	Marketing Manager	Position Type:	Full-Time, Exempt
Department:	Office	Vehicle Required?	No
Salary Range:	\$35,000-\$45,000/ Annually	Hire Date:	
HR Contact:		Termination Date:	

**Job Description**

**ROLE AND RESPONSIBILITIES**

The Marketing Manager will be responsible for creating a comprehensive marketing plan for M&E Painting.

**MARKETING MANAGER**

- Formulate, direct, and coordinate marketing and branding activities and policies to promote products and services
- Identify, develop, or evaluate marketing strategy, based on knowledge of M&E Painting’s objectives, market characteristics, and cost and markup factors
- Evaluate the financial aspects of service development, such as budgets, expenditures, research and development appropriations, or return-on-investment
- Coordinate or participate in promotional activities, working with developers and advertisers to market services
- Negotiate contracts with marketing vendors or distributors
- Oversee creation and delivery of press releases, advertisements, and other marketing materials
- Ensure brand messages are consistent
- Gather and analyze customer insight
- Deepen relationships with media to ensure effective messaging and positioning
- Lead all areas of content generation and production across all media platforms, including digital
- Collaborate with sales and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities
- Manage all marketing team members

**RECEPTION**

- Communicate with all customers as needed. A call back the same day is expected as acceptable communication and superior service
- Pre-qualify customers and coordinate an appropriate consulting time with an estimator
- Communicate any rescheduling requirements from the customer
- Handle all customer complaints immediately, and correct any situations in which a customer is unhappy
  - If office staff cannot resolve a situation, they will contact the appropriate party on the same day of receiving the complaint
- Check mail daily and distribute as necessary
- Greet all customers, clients, vendors, and staff when they enter the office



**EDUCATION REQUIREMENTS**

- Must be at least 18 years of age or older and provide a valid identification
- 1+ years of professional marketing experience required
- 1+ years of digital marketing experience, specifically with videos, required
- Experience writing HTML and updating websites utilizing a content management system
- Experience using social media platforms including Facebook, Twitter, YouTube and Instagram
- Experience with brand strategy and portfolio management
- Advanced computer skills in Microsoft Office products and Adobe Creative Cloud
- Bachelor's degree in Marketing, Graphic Design, Public Relations or other related field

**PREFERRED SKILLS AND QUALIFICATIONS**

- Maintain M&E Painting’s culture of high performance and commitment to quality
- Display exceptional customer service with all clients
- Display excellent organizational, time management, and problem-solving skills
- Ability to work accurately and meet deadlines with frequent interruptions
- Display effective written and verbal communication skills
- Display strong interpersonal skills and the ability to work with a variety of personalities
- Self-starter; Be able to work with little direction
- Exhibit flexibility, creativity and resourcefulness with sound business acumen to create positive, collaborative culture within the team
- Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- Identify complex problems and review related information to develop and evaluate options and implement solutions

**ADDITIONAL NOTES**

- Must be comfortable speaking on the phone regularly
- Must be able to work 9AM-5PM Monday-Friday

Employee Signature:		Date:	
Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date/Time:	