



## Marketing Manager

This role is responsible for managing marketing efforts for lead generation, web site development, content creation, and sales collateral. This role will report directly to the VP of Marketing and Operations and interact primarily with MDRG leadership providing support in industry marketing events and activity.

### Job Responsibilities

#### Marketing Duties

- Develop and implement overall marketing strategy to fuel growth for MDRG including budget management
- Research and craft content marketing strategy to fuel demand generation activities, website copy, customer marketing materials, editorial for the blog and beyond.
  - Research, ideate, and create full-funnel content that fuels demand generation and marketing lifecycle activities, from SEO and keyword ranking to driving traffic, on-page
  - Own content creation related to specific audience needs and topical areas of focus while executing on broader team content strategy
  - Identify gaps in the marketing funnel and proactively identify opportunities for optimization with content
  - Create deeply researched, long-form guides, playbooks, customer case studies, and other assets that drive growth marketing and other business goals
  - Make strategic recommendations for the best format for your content and develop distribution plans for getting it in front of the right audiences, at the right time
  - Drive and manage all design processes related to collateral you create
  - Create detailed briefs to activate market research, deploy additional resources, and drive efficient content marketing production
- CRM Management and Reporting
  - Manage CRM database identifying lifecycle stages and the processes and workflows that move leads from one stage to the next.
  - Create and manage email/blog content and distribution
  - Drive increased subscribers through content efforts
- Paid Search
  - Manage and optimize paid search efforts
- Conference Management
  - Identify opportunities for MDRG to act as thought leader through industry conferences and speaking roles.
  - Support MDRG leadership in conference attendance, lead generation, follow-up and content
- Develop and update new business proposals and presentations supporting the leadership team as needed

- Maintain regular reporting on leads generated and funnel movement to VP Marketing and Operations

### **Qualifications**

- 2-3 years' experience in b2b marketing
- Experience working within and managing a CRM (HubSpot preferred)
- Portfolio or examples of content executed on behalf of client/organization to generate leads
- Proven self-starter
- Strategic Thinker
- Team Player
- Advanced knowledge of PowerPoint

Job Type: Full-time