**Marketing and Sales Support Manager**

Updated 2/6/19

**POSITION RESPONSIBILITIES**

As a Marketing and Sales Support Manager, you are responsible for supporting the Directors and Leaders in various marketing activities that maximize our current and future sales while driving growth. In this role you also are responsible for:

* Working with internal and agency teams to identify and pursue aggressive new link building opportunities.
* Tracking, analyzing, and reporting results on sales performance.
* Understanding digital marketing goals in order to translate goals into executable strategies through ongoing maintenance and enhancements.
* Identifying KPIs and completing work as needed to improve overall search performance and SEO performance
* Conducting keyword research, advising on ad spend and ad placement, testing ad copy, and optimizing campaigns for lean performance.
* Working with BizDev teams, ensuring website is optimized for PPC success and SEO performance.
* Working with design teams to provide creative direction.
* Staying current on SEM/SEO practices and collaborating with peers on the Digital Marketing team.
* Developing print and digital marketing materials in conjunction with sales and sales leadership
* Managing social media campaigns
* Web content development and website re-branding
* Sales operations and analytics reporting
* Targeting and lead generation
* Outbound email campaigns

**CANDIDATE QUALIFICATIONS**

Qualified candidates will be willing to learn new programs, processes, and technology. Candidates should be positive, driven and confident individuals that will represent the company and its customers professionally at all times. The requirements listed below are representative of the knowledge, skill, and/or ability required.

* Experience with Adobe writer
* Experience utilizing marketing and CRM software is a plus
* Experience with SEO Software and Hubspot Marketing and CRM is a plus
* Project management and team management experience
* Copy-writing skills and Content Creation
* Creative design skills
* Superior research and analytical skills
* Digital marketing and SEO strategy
* Excellent verbal/written and interpersonal skills
* Proven ability to successfully execute marketing programs such as targeted direct mail and email, field events, and social media
* Requires 1-3 years of equivalent experience