
MANAGER OF MARKETING AND DIGITAL MEDIA

Reporting to the Director of Business Development, the **Manager of Marketing and Digital Media** is responsible for managing the brand, while developing and executing a marketing plan from concept to completion. The Manager is also responsible for measuring analytics, adjusting, and driving improvement. The position offers the opportunity to work with diverse industries to allow for creativity with strategic marketing practices and business development. **This role can be filled by someone in Akron, OH or Washington DC.**

Responsibilities:

- Work collaboratively with a diverse team to create marketing plan, in all facets of marketing.
- Develop, plan and execute marketing plan to drive brand, awareness, and sales for the company.
- Develop and regularly update the website's marketing content.
- Work to create messaging, scheduling, and timing of email campaigns.
- Utilize analytics and data to determine best programs and promotions for the company.
- Work with internal and external groups on community relations functions and other company representation events such as conferences, receptions, luncheons, etc.
- Oversee advertising as needed, negotiating with vendors, preparing copy, and working on design with the graphics department.
- Recommend, prepare, budget, and execute organic and paid dynamic advertising campaigns.
- Plan and write marketing, press releases, and sales literature and work on design production with the graphics department.
- Maintain LobbyComply blog with original content development, research department updates, and events.
- Create a digital media strategy using research, monitoring, and benchmarking. Manage and assist Digital Media Assistant in generating, editing, publishing, and sharing content across all social media platforms.
- Utilize storytelling, videos, clips, and PR to expand company reach.
- Build stronger website Search Engine Optimization through targeted content generation, while strategizing, monitoring, and benchmarking.
- Work with Director, Business Development to produce press releases to promote company activity.
- Handle conference activities including planning, exhibit graphics, set-up, and booth staffing.
- Travel opportunities include, but are not limited to, conferences, and seminars.
- Work in conjunction with sales activity to create marketing campaigns to promote specific products
- Create new content for monthly podcast showcasing our expertise through timely messaging, utilizing internal resources
- Utilizes marketing automation software Act-On, Hootsuite, and others.
- Manage monthly marketing calendar utilizing Monday.com and provide contact for Compliance Now.

Qualifications:

- Five or more years of experience in communications, marketing, and digital media, with two years of management experience.
- Background in government compliance a plus.
- Bachelor's degree in marketing, business, communications, or a related field.
- Requires excellent written and verbal communications.
- Ability to effectively work under deadlines and manage projects independently by taking initiative.
- Possess a strong work ethic and resourceful in solving problems.
- Excellent teammate, with strong people skills, and an upbeat and enthusiastic attitude.
- Strong organizational skills and keen attention to detail.
- Superior professionalism and judgment.

Competitive salary and benefit package including company-paid medical, dental, and vision insurance, 401K, short and long-term disability insurance, life insurance, Flexible Spending Account Plan, a generous annual PTO benefit, company-paid parking, professional development, and opportunities for a partial work from home schedule. To be considered, e-mail resume and salary requirements to hr@stateandfed.com.