



Job Title: Marketing Director

Department: Marketing

Reports to: Chief Content Officer

Summary:

The Marketing Director works with the Chief Content Officer and Chief Commercial Officer to promote the evolution of MMW's brands in all platforms - print, digital, custom, data, and events. Activities include corporate and brand B2B marketing to increase the visibility of our full scope of integrated media products and services. The Marketing Director will use a variety of marketing techniques and best practices for creation of email promotions, sales collateral, brochures, media planners, PR, letters, social media, etc. Will also conduct market research studies and suggest changes in strategy to respond to changing market conditions. The Marketing Director manages the part-time Brand Marketing Specialist.

Job responsibilities include but are not limited to:

- Development of corporate marketing plan.
- Responsible for creating and executing marketing strategy for inbound and outbound campaigns utilizing online, email, social media and other channels to generate leads for to support sales revenue target.
- Coordinate the development of annual Media Planners for each of our brands and services including (but not limited to): brand offerings (magazine, enews, web, custom, and events), a brand specific positioning statement, a corporate message, audience market profiles, market engagement, social engagement, content calendar, other branded digital marketing offerings + print & digital specs, and brand team contact information.
- Trade show management for Meister-attended events, including booth reservation, creative, ordering services, furnishings & logistics.
- Plan, build and execute project timelines, implement promotion programs, research, write, and otherwise assist in producing quality communication services and products.
- Coordinate and manage alongside MMW departments to assure effective service to support Meister brands.
- Help guide an active commercial social media presence to further our brands.
- Create and maintain a media list for PR related communications.
- Develop and distribute press releases related to corporate or brand-specific announcements.

Qualifications:

- Bachelor's degree and 5 years' experience in B2B marketing or Public Relations including CRM, marketing automation platforms, analytics, social media, as well as various other marketing tools.
- 2-4 years' experience in management - project/product management, team leadership, experience working collaboratively and closely with several departments, including sales teams.
- Must be a collaborative team member with excellent interpersonal skills and attitude to promote and support productive working relationships.
- Must possess strong analytical and creative problem-solving skills with extreme attention to detail; Must not be afraid to think outside the box and develop new processes or utilize new tactics.
- Must have the ability to successfully manage multiple projects in a timely manner in a face-paced environment and be willing to take on various roles as needed.
- Proficient in Office 365 (Excel, Word, PowerPoint, SharePoint) and Adobe Creative suite applications (Acrobat, InDesign, Photoshop).
- Experience in media/publishing/information or data businesses. B2B media experience a plus.