

**About the Role:**

The Marketing Manager helps support and expand Collideoscope's growth by providing support in marketing functions (including but not limited to social communities, content development, email marketing, project management, etc.)

The Marketing Manager will contribute to driving product sales, building client personal brands, and providing digital support for all areas of Collideoscope. He or she must be able to focus on big picture projects as well as day-to-day marketing activities. This individual will serve in a both a proactive and reactive capacity to serve our clients and oversee marketing projects.

This person must possess excellent planning and organizational skills and has a proven track record of working with a high degree of excellence. He or she displays a high degree of proactive thinking, follow-through, professionalism, and attention to detail. In addition, he or she must have a strong desire to see Collideoscope's business grow by creating opportunity and reaching targeted revenue goals.

**Core Responsibilities:**

- Content Creation:
- Write content for websites, landing pages, emails, and social media posts as needed
- Ensure brand voice for each client in content development
- Assist with copy editing as needed

**Social Media:**

- Create, manage, and optimize paid and un-paid social media campaigns (Facebook, Instagram, LinkedIn)
- Monitor online conversations and general feedback related to Collideoscope and our clients
- Manage client social media accounts



### Website:

- Craft and implement content marketing strategies to drive and engage qualified traffic, nurture leads and grow sales
- Make recommendations to drive traffic and conversions based on experience with websites, content placement, and workflows
- Assist with SEO keyword strategy implementation

### Email:

- Assist with marketing email calendars, landing page creation, and activities to account for email frequency and message consistency within HubSpot and Mailchimp
- Deploy emails in a timely and routine manner to the intended audiences and set up/monitor basic automations
- Establish standards and workflows for requesting, creating, editing, and publishing content systems, and best practices for content ideation, creation, and distribution

### Other

- Help develop and execute cost effective digital media plans that meet the goals and objectives developed by marketing leadership
- Create dashboards and templates for reporting within Hubspot, Google Analytics, and Wordpress
- Measure, report, analyze, and optimize performance of content and campaigns across all outlets
- Assist as needed with general project management for Collideoscope when opportunities arise.

### Preferred Skills:

- Detail-Oriented - Must demonstrate impeccable attention to detail, balancing short-term and long-term objectives to meet numerous deadlines, achieve proactivity, and exceed goals.
- Organized - Ability to keep clear records of all A/B testing activities and results, editorial calendars, etc.
- Strong Communication - Expected to communicate effectively across the organization as well as with agencies and other partners to provide direction and share information with Chief of Staff and Chief Marketing Officer.



- Experience - Have at least 5 years Sales & Digital Marketing experience.
- Self-Motivated - He or she must be extremely proactive and disciplined in time management to meet numerous deadlines. Must be able to work in a remote culture and communicate updates and progress efficiently.
- Critical Thinker - Must be able to think through customer digital journeys and understand how to ensure we take advantage of the full marketing ecosystem when considering initiatives. Needs to be able to think big picture for longer-term solutions vs. just short-term fixes and think creatively about earned media and viral audience growth
- Problem-Solver - He or she must be able to anticipate and overcome roadblocks and take initiative to overcome them through planning, professionalism, and positivity.
- Avid Learner – Needs to be self-disciplined and possess a strong commitment to continual learning to remain on the forefront of the changes in the digital world of marketing. We want someone who is an innovative marketer, forward-thinking and is always pushing the boundaries of what's possible.

#### **Preferred Qualifications:**

- Proficiency in HubSpot CRM platform
- Proficiency in Social Media and social analytics
- Experience with Google Analytics, Google Adwords
- Experience with WordPress, MailChimp, Survey Monkey, Typeform, and Drip
- Event management and/or digital product development a plus
- Agency experience or management of agency/consultants, a plus
- A love of beautiful design and photography with experience with Canva and Adobe
- Experience building a digital marketing engine for a personality or a brand
- Involved in some form of digital marketing training or methodology (ASK Method, Story Brand, etc)

To apply, please send your resume to [Christine@collideoscope.com](mailto:Christine@collideoscope.com)





**COLLIDEOSCOPE**