

We are seeking a passionate and driven Marketing Manager to spearhead our marketing initiatives, drive brand growth, and foster customer engagement. The ideal candidate will have a strategic mindset and a hands-on approach to copywriting, lead generation, email marketing, social media management, SEO, and web management. This role is critical in shaping our brand identity, increasing visibility, and supporting the overall success of our organization by driving customer loyalty and generating revenue.

# MARKETING MANAGER

## ROLE DESCRIPTION

### DUTIES & RESPONSIBILITIES:

- » **Develop and implement strategic marketing plans** to elevate brand awareness, differentiate from competitors, and drive customer engagement.
- » **Lead cross-functional teams** to execute comprehensive marketing campaigns that span multiple channels, including email marketing, social media, and content marketing.
- » **Craft compelling brand messages** through expert copywriting that resonates with our target audience and showcases our unique value proposition. Copywriting should follow the Marketing Made Simple framework.
- » **Leverage data-driven insights** to continuously optimize marketing efforts and measure campaign success.
- » **Manage SEO and website optimization efforts** to increase organic traffic, improve search rankings, and enhance the overall user experience.
- » **Execute lead generation strategies** to build and nurture a sales pipeline, providing qualified prospects to the sales team.
- » **Build trust and credibility** by consistently delivering high-quality marketing materials and maintaining a cohesive, professional brand image.
- » **Foster community involvement** and engagement to strengthen brand loyalty and create a deeper connection with our customers.
- » **Collaborate with leadership and sales teams** to align marketing efforts with business objectives, ensuring marketing drives sales and organizational growth.
- » **Monitor industry trends** and stay up to date with the latest marketing tools and techniques to maintain a competitive edge.
- » **Maintain and Develop Client Relationships**

### QUALIFICATIONS:

- » Bachelor's degree (or equivalent) in marketing, business, or related field
- » Proven experience as a Marketing Manager or similar role for at least 3 years.
- » Excellent written and verbal communication skills
- » Strong project management, multitasking, and decision-making skills
- » Strong experience and understanding of the agriculture industry is a plus
- » Strong skills in copywriting, lead generation, email marketing, social media management, and SEO.
- » Experience in web management, including site optimization, content management systems, and analytics tools.
- » Ability to lead and inspire cross-functional teams, ensuring efficiency and collaboration across departments.
- » Excellent communication and interpersonal skills, with a passion for community engagement and customer feedback.

Send your cover letter, resume and portfolio to [carrie@upframecreative.com](mailto:carrie@upframecreative.com)

This position will remain open until we find the right candidate!

- » Analytical mindset with the ability to interpret data and make informed marketing decisions.
- » Self-motivated, detail-oriented, and able to manage multiple projects simultaneously.
- » Experience developing marketing plans and campaigns is a plus

NOTE: remote work available for the right candidate.

## BENEFITS:

### -- THE SERIOUS STUFF--

- » 2 weeks PTO/ year
  - » Note: The week between Christmas and New Years, we shut down for a much needed team break
- » Employee Simple IRA - 3% company match
- » Ten (10) Paid Core Holidays Include:
  - » New Year's Day
  - » Memorial Day
  - » Juneteenth
  - » Independence Day (4th & 5th)
  - » Labor Day
  - » Veterans Day
  - » Thanksgiving Day
  - » Christmas Eve
  - » Christmas Day
- » Maternity/Paternity Leave
  - » 6 weeks of full pay of maternity leave up to 12 weeks off
- » 2 hours of VTO/ month (volunteer time off for board or community committees you are involved with)
- » 3 days of bereavement leave for immediate family members
- » Flex Fridays (in the summer we work half days)
- » Continuing education allowance up to \$200 (we will buy a book you are interested in, pay for a tutorial, local conference, memberships, etc.)
- » 100% coverage of hardware and software
- » Flexible workdays
- » Business casual dress
- » Office treats

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