
Reports to: Director of Marketing Department: Marketing

Classification: Exempt Last Updated: October 1, 2019

We are seeking an experienced Marketing Communications Manager that has a proven track record of exceptional story telling! The Marketing Communications Manager will work with several cross functional team members to create, implement and oversee comprehensive marketing campaigns that effectively launch and promote our brands and products.

The scope of this role will cover both B2B and B2C marketing activity including trade advertising, public relations, marketing collateral development and execution, channel sales materials, video development and deployment, channel training, content development for all marketing channels including digital (social media platforms) and print plus corporate communications. This leader will partner with both internal and external partners and oversees all aspects of the brand vision and execution.

This position requires a highly organized, creative, self-motivated individual with an advanced understanding of marketing and promotional concepts who can manage multiple projects responsibly, is detail-orientated, able to problem solve and works well in a team-oriented, fast-paced environment.

Essential Functions:

- Create and implement communications campaigns for both consumer and the channel which are designed to drive brand awareness, increase market share/sales and brand loyalty
- Develop, implement and optimize all communication and promotional plans
- Content development for all consumer and channel facing materials including:
 - Digital: websites, microsites, social media platforms, email campaigns, newsletters, trade advertising, blogs, training and consumer videos
 - Print: Print ads, advertorial and sponsored content, training tools, packaging, product manuals, direct mail, POP/brochure/collateral development, sales collateral, King Technology product catalog, PR
- Establish and manage content calendars for all consumer and trade communication campaigns to ensure deadline are met
- Lead video creation and execution
- Drive messaging strategy and program deliverables for tradeshow events
- Oversight of brand vision and execution to ensure brand standards are being met across all platforms
- Establish and manage effective strategic partnerships with external partners (agencies and designers) to meet organizational needs and growth goals
- Develop and manage formal Corporate Communications

Job Qualifications:

- Bachelor's degree required.
- 7+ years of experience in communications, advertising, marketing or related field. Preferably consumer packaged goods experience.
- Demonstrated communications skills, including product messaging, writing, editing, verbal (interpersonal) and presentation skills.
- Demonstrated ability to translate technical information into succinct, easy-to-understand marketing & sales materials
- Ability to understand audience segmentation and communicate effectively with all constituents including internal and external audiences.
- Strong track record of successfully managing multiple high-profile projects within defined deadlines.
- Effectively manage marketing communications budget.
- Demonstrated ability to effectively work with multiple external agencies and designers to accomplish goals.
- Willingness to travel as needed