

## Marketing Manager

Vendi is adding to its growing strategic marketing and account management team. The new marketing manager will have experience in marketing planning and execution, media strategy, digital marketing, campaign development and execution, project and budget management and building strong client relationships.

### We require

3-5 years of experience in a digital, web, marketing or advertising environment (agency experience strongly preferred)

Strong client relationship development experience

Excellent project management skills

Exceptional organization and planning skills with great attention to detail

Experience in marketing, media and digital strategy and planning

Experience in web planning and project management

Experience utilizing market research and analysis

Ability to serve as lead or team member in strategy, planning, brainstorming and campaign development

Experience creating estimates and proposals and negotiating

Extremely high-level verbal and written communication skills

Strong personal and team time management skills

Bachelor's degree in marketing, advertising or related field

### Job description

#### Paths and activities (independent and collaborative)

- Develop and manage a communication strategy and plan that elicit the awareness, behavior, emotion and engagement objectives of the client
- Create and adapt marketing strategies and plans to meet client objectives including brand awareness, customer engagement, lead generation, direct sales, thought leadership and product or brand launches
- Provide leadership and influence with clients and agency team in executing communication strategies and plans
- Develop annual marketing plan calendars and budgets
- Strategically allocate and monitor marketing budgets for our clients
- Work closely with the client team to ensure plan execution is consistent with overall marketing and communication objectives
- Establish marketing goals and metrics; analyze and report regularly to agency team and clients
- Manage digital media programs; monitor performance; budget and modify accordingly
- Effectively present and sell strategies, plans, analysis and results to agency and client teams
- Assist in the development and presentation of agency proposals and self-promotion efforts

**Talents and competencies**

Dedication to excellent client service and relationships  
Detailed organizational skills in marketing project planning, scheduling and execution  
Strategic vision  
Impeccable communication skills  
Professionalism and high performance standards  
Presentation skills and confidence  
Interpretive and analytical involvement with research and data  
Innovative problem-solving approach to marketing challenges  
Engagement in culture and media  
Respect (and *enthusiasm*) for the ideas, expertise, talents and feelings of others  
Appreciation of both collaborative and independent work situations  
Attitude and work habits that foster insight and productivity  
Understanding of and ability to leverage all media (traditional and digital media)  
Demonstrated mastery of marketing planning and execution across multiple channels