



Marketing Manager Position Description

Kelly Products is searching for a Marketing Manager to oversee the marketing initiatives of several house brands in sporting goods/outdoor and business division. The Marketing Manager will work closely with marketing and production and development team members as well as operations, logistics and finance teams. The ideal candidate for this position is an energetic professional seeking a growth opportunity; one who thrives in a fast-paced, dynamic environment. The Marketing Manager reports to the Director of Marketing.

Marketing Manager responsibilities

- Perform regular market research to gather brand data; including competitor research and market/product positioning
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Develop marketing plans and promotional messaging for products
- Work closely with sales on lead gen and management strategies
- Create, monitor and report on marketing budgets
- Maintain product pricing and sales sheets and work with Finance on financial modeling projects
- Work closely with Creative Director to manage brand marketing campaigns
- Ensure brand messages are consistent; Create brand content (Press releases, case studies, web copy, emails, catalog copy, social media content, advertisements and other marketing materials)
- Assist in development of social media strategy/campaigns
- Assist with design/implementation of email marketing strategy/campaigns
- Provide web audits and updates to the front-end developer
- Assist with events planning and management
- Research and develop topics and content for blog posts and newsletters
- Manage projects with contracted agencies – from concept through completion
- Communicate with Marketing Director, Marketing Vice President and other senior management about marketing initiatives and project metrics, as well as to brainstorm fresh strategies
- Treat others with openness, integrity and respect including a dedication to high-quality standards for job and company

Marketing Manager qualifications and skills

- Bachelor's Degree in Marketing, Advertising or related field
- 3+ year's relevant experience in marketing
- Exceptional written and oral communication skills
- Excellent organizational and project management skills
- Proven results with effective email strategy
- Expert knowledge of digital marketing channels such as PPC, SEO, Social Media Display and affiliate marketing channels
- Experience with web analytics tools, Data Studio
- Ability to work independently and within a team structure
- Expert understanding of spreadsheet, databases and financial analysis
- Ability to compile and analyze data and KPIs and make sound decisions regarding the direction forward