

# MARKETING MANAGER

## What we're looking for...

The Marketing Manager is our agency's go-to person for media. That includes marketing research, marketing budgets, media buying and analytics for our clients. This includes paid and organic search, display ads, video ads, social media ads, email marketing and reporting conversion metrics and success.

Personnel-wise, the Marketing Manager's role is to execute the agency's marketing strategies in order to drive measurable success for our clients. Secondly, at times you'll need to educate about strategies that are not in alignment with company and/or client goals, encouraging a change in direction.

The biggest key to rocking this role? Honor one of our company's core values: *Do What's Right, Not What's Convenient*. In other words: work effectively and efficiently while prioritizing client's goals and satisfaction without bias - that's what builds client trust and makes them feel like they're part of the West Edge team.

## What does a Marketing Manager do?

At West Edge, the Marketing Manager:

- Executes paid marketing efforts on time and within budget
- Manage and reconcile media orders in Workamajig (agency management software)
- Executes email campaigns in alignment with marketing goals
- Sets up and manages client accounts on various digital platforms
- Prepares periodic performance reports for clients as needed
- Conducts ongoing keyword research and selection for pay-per-click campaigns
- Use Google Analytics, Hubspot and other available tools to evaluate campaign success
- Works with Copywriter to implement SEO findings into client websites
- Conducts channel, keyword, and demographic research to inform the creation of campaign assets
- Manages UTM tags and Google event tracking
- Assists with paid social media marketing
- Understanding client/customer relationship management (CRM) systems to support lead funnels
- Clearly communicate and identify goals and success metrics, as well as status changes that may impact the success of a campaign - before, during and in post-forma reporting
- Maintains relationships with advertising partners and platforms
- Up to date with policy and platform changes among advertising partners

## Experience

- Preferred Bachelor's degree in business management, marketing, operations, new media, project planning or other related field.
- Minimum 5 years' experience in marketing, preferably with an agency—either inside, or as the client working with a marketing agency
- Experience navigating and working within Google Ads, Google Analytics, and Meta Advertising

