

# Marketing Manager

## Job Description

Envano, a leader in digital marketing, is seeking an energetic, enthusiastic, customer-focused marketing manager. The marketing manager works with clients and the Envano team to uncover opportunities for increasing engagement with the Envano brand as well as key partners through the execution of detailed marketing plans. This role is challenged constantly by the evolving industry and the drive to keep Envano partners ahead.

## Responsibilities

The Marketing Manager is responsible for leading the problem-solving charge, helping to connect the dots between the needs, wants and desires of the client and their business, brand and marketing goals. The overarching function of this position is to ensure that interactive efforts solve business problems for our clients and can prove a positive impact on their businesses while staying within budget.

## Here's What We Need From You

- ✓ Developing a marketing strategy that maximizes returns and market share and considers customer satisfaction.
  - Keep up-to-date with client sales goals and proactively suggest new campaigns that have high visibility for clients. i.e. Seasonal initiatives.
  - Participate in new business activity by reviewing diagnostic reports and putting presentations together on companies and markets.
  - Develop strategic marketing campaign budget plans while keeping the overall digital advertising budget in mind
- ✓ Support the Strategy Team:
  - Develop client sales and relationship strategies
  - Gather insights from stakeholders and target audiences
  - Develop digital strategies to solve client business problems
  - Set the goals and objectives for digital projects and/or digital campaigns as needed by the strategy team.
  - Assist the new business development team to expand Envano's client portfolio.
  - Execute on annual marketing plans and brand growth strategies for Envano's clients.
  - Assist strategy teams in the documentation and presentation of recommendations to clients.



## Company

Envano Inc.

## Job Category

Digital marketing

## Career Level

Experienced

## Status

Full-time position with benefits, 401K w/match and paid time off

## Experience

5+ years of related work experience

## Education

Bachelor's degree

## Contact

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[envano.com](http://envano.com)

- Make actionable and insightful recommendations for interactive channels and medium strategy that will help the strategy teams.
- ✓ Negotiate with third party advertising vendors on behalf of clients to obtain the best possible service rates and agreements. Act as the lead negotiator and then hand off to the media buyer. Also, responsible for training others in negotiation.
- ✓ Actively drive the vision, strategy, and execution of marketing and communications leveraging digital channels and being aware of traditional channels for Envano and other clients as needed by the team to achieve business goals.
- ✓ Leading team members in the following areas:
  - Analyze, evolve, and approve executive-level reporting for client campaigns and initiatives.
  - Analyze metrics (traffic to site, email marketing, digital advertising, etc.) and suggest solutions to show business impact within reporting in collaboration with the Digital Advertising Manager.
  - Lead in determining how results should be measured and work with the team to complete an evaluation to show business impact and where future improvements need to be made.
  - Customer Journey Mapping/Personas - Work with the team to analyze customer journey maps and personas that encompass the entire experience a customer will have with a brand.
  - Work with the team to ensure brand messaging and standards are consistent across all platforms for Envano and other clients as needed.
- ✓ Keep abreast of trends in the arenas of digital technology, marketing technology and social media. This will help strategy teams with their clients' overall digital strategy.
  - Create and lead a structure/forum/process for the team to share their ideas that can be applied to clients.

## Characteristics of Qualified Candidates

- ✓ Digital media buying experience
- ✓ Relationship skills to build rapport with outside vendors, partners, clients and other agencies, etc.
- ✓ Excellent interpersonal communication and collaboration skills, and ability to work with a wide variety of personalities and stakeholders (internal and external)
- ✓ Excellent leadership skills and experience working within an organization and/or corporation
- ✓ Customer service demeanor
- ✓ Highly detail-oriented with clear, concise thinking and keen listening skills
- ✓ Driven to succeed and excels under pressure and tight deadlines
- ✓ Excellent verbal and written communication skills with a demonstrated ability to discern appropriate timing for the sharing of information and when to remain silent

# About Us

For more than a decade, Envano has worked to help leaders navigate rapid change and align their physical and digital experience. Our goal is to help you find value in the ever-changing digital world and realize your desired business impact.

## What makes a good Envano Team Member?

We seek to redefine the landscape in interactive business, whether it's marketing, sales or service for and with our clients. We don't develop technology, we leverage it at the right time, in the right way to the benefit of our client partners. Our team is filled with dynamic, assertive thought leaders who excel in their chosen disciplines. Yet, we all understand and accept that we are only one piece of a successful team. Passionate, exuberant, feisty, challenging, assertive, innovative, and creative are all words that are used to describe us.

We seek to understand our client's goals and objectives and provide unique and often challenging insight in our field of expertise. Today it is mobile, augmented reality, tomorrow is what? You may not know but we are already experimenting, playing with, and learning what is going to help our clients WIN into the future.



### You're Curious

You seek to learn new things and are excited to look at the world differently. You are great at helping clients see through different lenses and understand different ways of approaching problems.



### You've Got Serious Skills

You are not afraid of working with a passionate group, even if they challenge you professionally. You are not afraid of being held accountable by your team and our clients.



### You Love Technology

You are connected. Maybe you blog, Tweet, Facebook, or are LinkedIn. You try new apps and software, love getting new devices, and turn to Wikipedia or Google when you want to know about something.



### You're Nimble

You are not afraid of hard problems or seemingly impossible challenges. Change doesn't scare you, it energizes you.



### You're a Goof

You think about your work all the time, in fact you have trouble knowing when you are working and playing.