

MARKETING COMMUNICATIONS MANAGER

Chute Gerdeman, Inc. | Columbus, OH USA

The Marketing Communications Manager works directly with the marketing and business development teams to maximize the company's new business opportunities. This role supports the development, coordination, and implementation of the daily, weekly and monthly marketing and sales activities. The Marketing Communications Manager will liaise with our partners, project managers, business development, and other studio teams, as well as outside consultants, to collect, organize and distribute marketing information, supporting the company's strategic marketing and sales plans.

RESPONSIBILITIES

- Build and maintain brand and marketing assets to deliver a consistent brand message across all communications.
- Evolve into established Subject Matter Expert (SME) on behalf of Chute Gerdeman in the verticals/segments that we serve.
- Creative writing and content creation for thought leadership and social media outlets, as well as general marketing messaging and proposals.
- Compile and update library of all marketing assets and simplify use for internal teams.
- Create and execute company's digital presence and communications, i.e. social media, blog, and website.
- Manage and collaborate in CG's RFI/RFP process, working with business development and studio teams to assemble qualifying information, proposals and pitch presentations, and other information regarding Chute Gerdeman's service offerings.
- Develop and deliver company branding and positioning, marketing campaigns and activities such as digital marketing, advertising, news releases, public relations activities, designed to create brand awareness and demand for services.
- Conduct trend and industry segmented research to determine client needs and proactively supplement prospect-provided and competitive information.
- Assist with preparation, analysis, and coordination of sales and marketing strategy plans, reports provided, budgets, and client/prospect records.
- Conduct competitive landscape information and leverage when needed.

REQUIREMENTS FOR THE ROLE:

- 3-5 years marketing experience **required**.
- Bachelor's degree in marketing, business administration, or related field of study, or equivalent practical experience.
- Expertise in Adobe Creative Suite, Microsoft Office, and Keynote.
- Experience with WordPress, Social Media platforms, and MailChimp preferred.
- Ability to strategically apply market research and intelligence to marketing campaigns, proposal and pitch presentations, and other marketing or business development initiatives.
- Strong interest in strategy and retail or experiential design preferred.

- Excellent communication skills, both written and verbal, with all levels of internal staff, as well as external clients, consultants and vendors.
- Strong active listening skills, with the ability to comprehend and document information as it is presented.
- Ability to multi-task, prioritize, and manage time effectively.
- Dependable, driven, and results-oriented.
- The desire and capacity to represent the company with character, ethics, enthusiasm, and professionalism.
- Residence in Columbus, Ohio or surrounding area.

APPLY TO OUR WEBSITE:

<http://www.chutegerdeman.com/contact/#careers>

MAILING ADDRESS:

Chute Gerdeman, Human Resources
455 S. Ludlow Street
Columbus, OH 43215

Chute Gerdeman, Inc. is an Equal Opportunity Employer.