



JOB DESCRIPTION

Job Title: Marketing Director

Reports to: President

Location: Baltimore preferred, or home office

FLSA Status: Exempt

Position Summary

Guide the organization's marketing and communications strategies, as well as overall branding and image, evidencing experience and passion for digital technologies and utilizing different digital marketing channels. Responsible for preparing annual marketing plans, creating a calendar of campaigns and events, setting the marketing budget and analyzing the market and competitors.

This role supports an organization with multiple Manufacturing IT solution and service offerings. As a leading AVEVA reseller, our marketing must amplify and accelerate the AVEVA market messaging without diluting the InSource brand. Experience managing complex solution communications and digital campaigns simultaneously with segmented audiences in multiple B2B markets required. Design and implement marketing initiatives in support of "regional" territories as well as "named accounts." that support the organization's overall marketing plan. Responsible for brand awareness strategies and support of internal communication initiatives.

Responsibilities:

- Build, plan and implement the overall annual marketing strategy (including inbound & outbound digital marketing, brand management, lead generation activities) and budget.
- Develop and execute marketing campaigns that build awareness, establish the organization as thought leaders, nurture prospects as well as existing clients and generate leads.
- Oversee creation of all online outbound messaging and content. Work closely with sales, technical and delivery teams to create editorial content and prioritize messaging.
- Optimize digital marketing channels and marketing automation platforms.
- Use Analytics to evaluate marketing program effectiveness and ROI.

Qualifications:

- Bachelor's Degree or better. An Engineering / Marketing combination is ideal. Minimum 10 years experience in the marketing field
- Experience leading a multi-faceted marketing department for a technology company
- Proven ability to develop a strategic marketing plan in concert with sales
- Excellent – even inspirational – written & oral communications skills

- History of results using digital marketing strategies and current digital marketing platforms and practices. Experience with Marketo, WordPress, On24, Social Media, Web Advertising, a plus.
- Experience with lead generation and campaign analytics.
- 3 years of hands-on experience with SEO, Google Analytics, Marketing Automation and CRM software. Experience developing and measuring impact through marketing effectiveness metrics.
- Creative design skills. Basic knowledge of web design procedures
- Experience developing, executing and managing multi-faceted marketing campaigns. Strong project management experience and time management skills.
- Team Player. Committed to working with shared leadership and in cross-functional teams.

Supervisory Responsibility:

- Manage and coordinate activities for a 2-person marketing team, as well as any selected external marketing contractors.

Work Conditions:

- General office environment, including standing, walking, climbing stairs, light lifting, sitting, etc.