



## Marketing & Communications Manager

**Reports To** Director, Marketing & Communications  
**FLSA** Exempt - Full Time  
**City/State** Any location in the US

**Description** **GENERAL DESCRIPTION OF POSITION**

Our growing company is hiring a Marketing & Communications Manager. This is a marketing generalist role and will manage projects and campaigns in many areas of marketing: Advertising, brand management, content creation, paid digital, social, email marketing, market research and some public relations. The work involves developing great communications, building and executing project plans, managing timelines and budgets, creating and protecting our brand voice, and working simultaneously with a variety of stakeholders, in multiple channels, and for multiple clients.

**Requirements** - The most critical elements of this role are:

- Manage projects / campaigns to meet timelines and within budget
- Strong writing skills – you can write persuasively and hold a reader’s interest
- Creativity in your writing, content production and how you overcome barriers
- Competency in Microsoft Office applications (Word, Excel, Outlook, PowerPoint)

**Preferred** - The elements below will help you be successful in this role:

- Have knowledge and experience in managing web content, social media and email marketing
- Experience with web SEO and SEM
- Knowledge of SMART goals and metrics
- Experience with Google and Social Ads
- Have high natural detail orientation
- Be a strong and dedicated planner and organizer
- Be an early adopter of new communications channels and media
- Have experience using graphic design software (Adobe Spark / Creative Cloud Express, Photoshop, Canva)
- Have a bachelor’s (or higher) degree in Business, Communications, Marketing, Advertising/Public Relations, Journalism, Graphic Design or related field
- Have some (i.e. two years or more) of relevant experience
- Be a student of great marketing; able to recognize and excited by truly effective marketing and communications

To give a better idea of the type of person we’re looking for, ask yourself the questions below. These are not requirements or preferred, but they should give you an idea of how you would fit into our culture. Are you a person who:

- Wants autonomy in your work?
- Wants to work as part of a collaborative team where you are a true contributor, able to use your creativity and talent, and your contributions are visible and recognized?



- Is committed to meeting timelines and performing within budget?
- Wants to leverage and expand your skills as a marketing generalist - able to work in multiple marketing channels, for multiple clients, and on multiple projects?
- Aims their performance at strategic goals (i.e. sales revenue or event attendance) in addition to marketing goals (i.e. click-throughs)?
- Can quickly and clearly convey ideas in writing, leaving your reader wanting more?
- Can take a high-level strategic message or vision and break this down into a tactical communications plan?
- Create web copy that converts site visitors into fans?
- Write email copy that stands out amongst inbox clutter and gets opened and read?
- Understands how to create and manage a presence on social media while maintaining a brand's unique voice?

If so, please apply for this role. You are the type of individual we want on our team.

#### **EXPECTED TRAVEL**

A few nights per year.

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#### **EQUAL EMPLOYMENT OPPORTUNITY**

CGi is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.