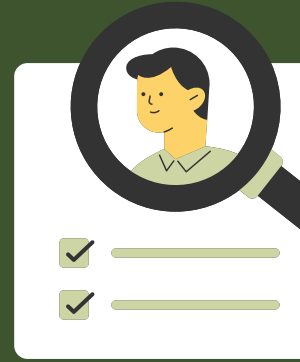


# Job Description



## Marketing Manager

Hybrid

### Business Justification



#### Why does the organization need this role?

The organization needs this role to lead strategic marketing initiatives that drive brand growth, enhance customer engagement, and generate revenue through effective digital campaigns.

#### How will this role help the organization achieve its mission and goals?

This role will help the organization achieve its mission by developing targeted marketing strategies that expand brand visibility and drive customer acquisition.

### About the Team/Department



The Marketing team at BrightPath Marketing Solutions is a collaborative and innovative group focused on creating data-driven campaigns that drive brand awareness and customer engagement. Working closely with sales, design, and external partners, the team thrives on creativity and teamwork to achieve the company's growth objectives.

### About the role



We are seeking a talented and experienced Marketing Manager to lead strategic initiatives, drive campaign success, and optimize brand visibility. The ideal candidate will be a creative, data-driven, and

results-oriented professional with a passion for developing innovative marketing strategies.

## Key Responsibilities



- Develop and execute comprehensive marketing strategies to increase brand awareness and drive lead generation.
- Manage cross-functional teams to coordinate marketing efforts across content, digital, email, social media, and SEO channels.
- Lead market research and competitor analysis to identify emerging trends and customer insights.
- Oversee and optimize paid media campaigns (PPC, display, social media ads) and ensure alignment with overall business goals.
- Track and analyze performance metrics to assess campaign effectiveness, adjusting tactics as needed to meet KPIs.
- Collaborate with sales teams to ensure marketing activities align with revenue generation objectives.
- Manage marketing budgets and report on ROI for all campaigns and projects.
- Foster strong relationships with external vendors, agencies, and partners.
- Mentor and guide junior team members in best marketing practices and growth strategies.

## Required Qualifications



- Bachelor's degree in Marketing, Business, or a related field.
- Minimum 5 years of experience in marketing roles with a focus on digital marketing.
- Proven success in developing and executing marketing campaigns across multiple channels.
- Strong proficiency with marketing automation tools (e.g., HubSpot, Marketo) and analytics platforms (e.g., Google Analytics).
- Experience managing paid media campaigns (Google Ads, Facebook Ads) and working with SEO/SEM strategies.
- Strong project management skills and ability to juggle multiple projects simultaneously.
- Excellent communication, presentation, and interpersonal skills.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and CRM systems.

## Preferred Qualifications



- Master's degree in Marketing or MBA.
- Experience in B2B marketing and SaaS environments.
- Knowledge of Adobe Creative Suite (Photoshop, Illustrator).
- Familiarity with video marketing and content creation tools.

## Skills & Experience



- Strong analytical skills and ability to interpret data for business insights.
- Exceptional organizational and time management abilities.
- Adept at using social media platforms for brand marketing and audience engagement.
- Ability to manage teams in a hybrid work environment.
- Collaborative mindset and an ability to work well with cross-functional departments.

## Work Environment:



- Hybrid work model with flexible work-from-home options.
- A collaborative, creative, and inclusive team environment that values diverse perspectives.
- Regular team-building events and opportunities to contribute to meaningful projects.

## Benefits & Perks:



- Competitive salary with performance-based bonuses.
- Comprehensive health, dental, and vision insurance.
- 401(k) plan with company match.
- Paid time off, including holidays and vacation days.
- Professional development and educational reimbursement.
- Wellness programs, including gym membership discounts.
- Stock options and employee discounts on services.

## Company's Commitment to You



BrightPath Marketing Solutions is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. If you're passionate about making an impact in the marketing world, we encourage you to apply today!

At BrightPath Marketing Solutions, we are dedicated to your growth and success. We offer ongoing professional development opportunities, mentorship programs, and regular feedback to ensure you reach your full potential. Your career advancement is as important to us as it is to you.