

Job Title/Position: Marketing Manager**Location:** New Jersey, USA**Company:** Basit and Co.**Position Overview:**

Basit and Co. is seeking a highly motivated and strategic Marketing Manager to lead our marketing initiatives. The ideal candidate will possess a deep understanding of marketing principles, have a creative mindset, and be able to drive impactful campaigns that align with our business objectives. As a Marketing Manager at Basit and Co., you will play a key role in shaping our brand's presence in the market and ensuring that our marketing efforts deliver measurable results.

Core Attributes:

- Strategic Thinking - Ability to develop and implement long-term marketing strategies that drive growth and brand awareness.
- Creativity - Strong creative instincts with a passion for developing innovative campaigns and content.
- Analytical Skills - Data-driven approach to decision-making, with the ability to analyze metrics and adjust strategies accordingly.
- Leadership - Proven ability to lead and inspire a team, manage multiple projects, and collaborate across departments.
- Communication - Excellent verbal and written communication skills, with the ability to convey ideas effectively to both internal and external stakeholders.

Responsibilities:

- Develop and implement comprehensive marketing strategies that align with Basit and Co.'s business goals.
- Plan, execute, and oversee marketing campaigns across various channels, including digital, social media, email, and print.
- Ensure consistent brand messaging and identity across all marketing materials and channels.
- Lead and mentor the marketing team, fostering a collaborative and creative work environment.
- Conduct market research to identify trends, customer needs, and competitive positioning.
- Manage the marketing budget, ensuring effective allocation of resources and maximizing ROI.
- Track and analyze the performance of marketing campaigns, providing insights and recommendations for continuous improvement.
- Build and maintain relationships with external partners, such as media outlets, agencies, and influencers.

Requirements:**➤ Minimum Requirements:**

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- Minimum of 5 years of experience in marketing, with at least 2 years in a managerial role.
- Proven track record of developing and executing successful marketing campaigns.
- Strong understanding of digital marketing, social media, and content marketing.
- Experience in managing and mentoring a team.
- Proficiency in marketing software and tools, such as Google Analytics, CRM systems, and social media management platforms.
- Excellent project management skills, with the ability to manage multiple projects simultaneously.

➤ **Preferred Requirements:**

- Master's degree in Marketing, Business Administration, or a related field.
- Knowledge of SEO/SEM best practices and marketing automation tools.
- Experience in working with cross-functional teams and managing external agencies.
- Familiarity with emerging marketing trends and technologies.

Work Environment:

- A forward-thinking company culture that encourages creativity and innovation.
- Options for flexible working hours and hybrid/remote work arrangements to support work-life balance.
- A team-oriented environment where collaboration and communication are key to our success.

Benefits & Perks:

- A competitive salary commensurate with experience, along with performance-based bonuses.
- Comprehensive health, dental, and vision insurance plans.
- 401(k) plan with company matching to help you plan for your future.
- Generous PTO, including vacation days, sick leave, and paid holidays.
- Opportunities for ongoing learning and development, including workshops, courses, and industry conferences.
- Emphasis on maintaining a healthy work-life balance with flexible scheduling options.
- Employee wellness programs, team-building events, and access to a creative workspace..

Our Company:

Our Commitment to You

At Basit and Co., we are committed to your professional growth and success. We offer a supportive and collaborative work environment where your ideas and contributions are valued. We believe in empowering our employees to take ownership of their roles and providing the resources needed to excel.

Basit and Co. is an equal opportunity employer. We are committed to creating a diverse and inclusive work environment and providing equal employment opportunities to all employees and applicants. We do not discriminate on the basis of race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, or any other characteristic protected by law.