Marketing Manager

MODA Light is an innovative architectural lighting company and is currently seeking a Marketing Manager to join its team. The primary responsibility of this position is to represent MODA’s brand and products in the highest regard to our customers, agents, specifiers, and partners.

The Marketing Manager will lead MODA’s marketing and branding efforts. Knowledge of the lighting industries various sales and marketing channels and experience in product marketing is essential.

Strong candidates will have a positive attitude and the ability to lead an effective team.

Primary Responsibilities:

* Partner with senior leadership to craft MODA’s brand identity, value proposition, and voice.
  + Cultivate brand story and develop creative standards.
  + Communicate the value proposition of MODA Products
  + Ensure that all advertising and collateral material align with brand design.
* Management of all marketing assets including digital, website, catalog/print.
* Develop and execute website strategy including major overhaul and/or complete rebuild.
* Create marketing strategy for new product launches and oversee creation of all product related collateral.
* Responsible for digital marketing strategy, including website and social media, and content management.
* Collaborate with marketing and sales teams to ensure an effective social media strategy, email marketing strategy, and calendar planning.
* Develop Marketing Plan and manage execution of marketing materials and programs.
* Analyze data to track effectiveness of strategy and identify new opportunities or strategies.
* Oversee marketing for conferences, trade shows, and major events.
* Work with Inside Sales and Customer Service team to increase overall product utilization by developing strategic marketing plans throughout product life cycle.
* Work with the product development team to ensure we are staying on top of latest marketing trends.
* Make necessary updates to MODA’s website, as needed.
* Create and maintain SOPs for various marketing processes.
* Completes additional marketing tasks as assigned by senior leadership.

Education and Experience Requirements:

* Bachelor’s degree (B.A.) in Business or Marketing preferred.
* 5+ years Marketing Experience
* 3 – 5 years’ experience managing a team.
* Lighting industry experience preferred.
* Proficiency with digital marketing forums such as social media and content marketing.

Must be available to work Monday-Friday, 7:30am - 4pm.

Please submit all resumes to [careers@modalight.com](mailto:careers@modalight.com)

To learn more about MODA Light, please visit our website: <https://www.modalight.com/#/>