

## MARKETING MANAGER

### Position Summary

Cerillo's Marketing Manager is responsible for the development and management of our strategic marketing and advertising program. The individual is expected to provide their expertise in product advertising/promotion planning, coordination of new product launches, development of marketing strategies, organization of marketing materials, and managing various marketing channels. The Marketing Manager is responsible for creating engaging content that has a technical acumen and is aligned with Cerillo's brand voice and guidelines.

### Essential Duties and Responsibilities

The essential functions include, but are not limited to, the following:

- Developing and managing overall marketing plan in support of organizational strategy and objectives; implementing and executing marketing policies and practices.
- Ensuring marketing communications are coordinated, including the development and distribution of all marketing collateral; will support marketing plan objectives and meet organizational requirements in conjunction with sales support.
- Creating and updating technical information documentation for distribution via email, web, and print.
- Coordinating and communicating updates for all sales personnel, including distribution partnership channels, of product changes, new products, accessories, and other technical data necessary to understand and implement the product selling strategy.
- Creating content for cross platform distribution including paid ads, social media, and tradeshows.
- Maintain campaign calendar including email, ads, social media, and other campaigns.
- Maintain website SEO, imagery, technical information, and links.
- Support sales team with creation of collateral and potential attendance of tradeshows and special events.
- Performing other work-related duties as assigned.

### Minimum Qualifications (Knowledge, Skills, and Abilities)

- Bachelors Degree in business, marketing, or related discipline.



- Creative, out-of-the-box thinker, that brings enthusiasm and an entrepreneurial spirit.
- Long-term planning skills and ability to organize and manage multiple priorities.
- Development of collateral for email, print, web, and/or social channels using Adobe Creative Suite.
- Website management and/or development experience in WordPress or similar CMS.
- Experience managing contact databases (HubSpot CRM) and using organizational tools such as content calendars and campaign management.
- Experience generating technical marketing materials to target expert audiences.
- This is a hybrid position which requires working in the Charlottesville, VA office on an as-needed basis.

### **Physical Demands and Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, and handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; and stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this position include close vision, distance vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually moderate.

### **Note**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

Cerillo is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.