

**Position Title: B2B Marketing Manager**

**Department: Marketing**

**Reports To: Director of Marketing**

**FLSA Status: Exempt**

**General Summary:**

The B2B Marketing Manager is a key position on the marketing team. Reporting to the Director of Advertising and Marketing Systems, you will be responsible for the development, implementation and management of marketing, communications and promotional programs which are supportive of the company's commercial growth strategies. This role includes working with the Commercial Sales team and is responsible for the development and execution of market planning and the creation of multi-channel campaigns and programs in support of the business audiences across multiple product lines and market segments. Maintains company's competitive position. Develops and protects the company's brand image. Maintains an up-to-date and detailed understanding of product costs and profitability.

**Essential Job Functions:**

- Drives the end-to-end development, planning, execution, and performance measurement of marketing campaigns/programs for commercial sales team.
- Leads integrated multichannel lead generation campaigns (Paid Search, SEO, LinkedIn, print, email or direct mail) to deliver qualified leads to commercial sales team that convert to revenue.
- Manages the creation and delivery of compelling channel marketing materials/content: collateral, presentations, emails, newsletters, web pages, case studies, blog posts/articles, webinars, videos, white papers, etc.
- Effectively manages and analyzes progress of marketing campaigns against goals and objectives; uses data to make real-time decision-making and drive continuous improvement.
- Works with immediate supervisor to establish objectives, KPIs, budget needs and measurement rigor.
- Continually evaluates processes and strategies to optimize the effectiveness and efficiency of programs and tools designed for marketing campaigns.
- Performs industry and competitive research to inform the sales team and help positioning and messaging within the industry.
- Manages agency/vendor resources as needed for certain projects.
- Manages daily activities of marketing personnel by assigning work, checking quality of work, answering questions, handling personnel issues, and monitoring workflow to ensure timely completion of marketing activities.
- Other responsibilities as assigned by the Director of Advertising and Marketing Operations. \*

\*These tasks do not meet the Americans with Disabilities Act definition of essential job functions and are usually less than 5% of time spent. However, these tasks still constitute important performance aspects of the job.

**Knowledge, Skills, and Abilities:**

- Knowledge of marketing practices and principles.
- Knowledge of management principles and practices, preferred.
- Knowledge of telecommunications technology, products and services, preferred.
- Demonstrated competence in managing budgets. Able to identify and analyze costs and revenues present a clear, concise analysis of product profitability.
- Experience managing agency relationships and measuring associated performance.
- Ability to develop and roll out processes and ways of working.
- Skill in operating various office equipment such as personal computer, various software programs, and telephone systems.

- Skill in identifying and resolving subscriber problems.
- Skill in oral and written communication.
- Ability to accurately interpret market trends.
- Ability to communicate with customers, employees, and various business contacts in a professional and courteous manner.
- Ability to organize and prioritize multiple work assignments.
- Ability to pay close attention to detail.
- Ability to make sound decisions using information at hand.
- Strong negotiation and presentation skills.
- Ability to create a team environment and sustain employee morale.

**Education and Experience:**

Bachelor’s degree in marketing or related field, or equivalent experience plus 4+ years of hands-on marketing experience in a B2B role. Digital marketing experience in Email, PPC, SEO, Social & Content.

**Physical Requirements:**

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screen and various reports.				X
Hearing: Must be able to hear well enough to communicate with employees and industry contacts.				X
Standing/Walking:	X			
Climbing/Stooping/Kneeling:	X			
Lifting/Pulling/Pushing:	X			
Fingering/Grasping/Feeling: Must be able to write, type, and use phone system.				X

**Working Conditions:**

This factor measures the surroundings or physical conditions under which a job must be done and the extent to which those conditions make the job disagreeable. Consider the presence and relative amount of exposure to dust, dirt, heat, fumes, contaminants, cold, noise, vibration, wetness, etc.

Good working conditions with the absence of disagreeable conditions.

**Note:** The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

*OTELCO/GoNetspeed is an equal opportunity employer and does not discriminate on the basis of age, sex, gender identity, color, race, creed, national origin, religious persuasion, marital status, political belief, or disability.*