

Web Marketing Manager

Job Profile

Company Mission: *Increase team effectiveness, productivity and safety by inventing, delivering, and supporting superior team communication solutions*

Job Purpose: This position executes and coordinates Internet marketing strategies. Recommends, creates, implements and oversees marketing programs that effectively communicate and promote the company via websites, email marketing, social networking, sales material, and promotional programs. Oversee day-to-day management of the company websites, including optimization for organic search results and lead generation.

Company Mission: To provide team communication solutions for challenging environments

Primary Customers: Leadership Team, Sales, Channels, Business Development

Reports to: Director Marketing

Essential Job Duties:

1. Develop marketing strategy for websites and online marketing. Develop social networking strategy integrated to enhance other online marketing properties and programs.
2. Direct overall web planning relating to usability, functions/features, and customer interface from a marketing perspective.
3. Create and enhance site design, layout, content and navigation to provide a highly relevant and usable site experience through content management system. Ensure that websites and other online marketing efforts use the latest effective technology and remain compatible with emerging standards and user expectations, such as mobile use.
4. Manage website design, programming and maintenance; social media marketing; online demos, videos, customer testimonials; SEO/SEM management; web analytics; and email campaigns.
5. Analyze web traffic, web sales metrics, and Web customer demographics; develop recommended changes and present information to management.
6. Lead the creative development and implementation of design concepts, graphic images, and branding of company products for web-based communications and promotion. Ensure consistent branding within and across websites and programs.
7. Recommend and manage the implementation of changes to the websites that will enhance the user experience and meet corporate goals.
8. Contribute to other marketing communication initiatives as needed and available.
9. Develop and manage new marketing initiatives and serve as champion for corporate marketing programs.
10. Develop and manage web-based training programs and resources.
11. Work closely with sales and business development to achieve goals.

Qualifications

Required Education/Experience/Skills:

- Bachelor's degree in marketing, business administration, communications, or equivalent combination of education and additional experience.
- Minimum 5 years of web marketing experience.
- Technically oriented with expert understanding of website technologies, concepts and best practices
- Direct experience developing, managing, and contributing to web sites through a content management system such as Joomla, Drupal, or Adobe Dreamweaver/Contribute
- Direct experience managing the design, creation, and operation of corporate web sites, including online sales and information portals
- Direct experience using social networking and media for lead generation, brand enhancement, and SEO
- Demonstrated drive to be on the leading edge of web technologies
- Ability to understand the company's products and services and how they fit the marketplace
- Excellent project management skills
- Excellent copy writing skills
- Ability to critique, verify and test web pages
- Strong working knowledge of Adobe InDesign, Dreamweaver Illustrator, Photoshop, and a CMS such as Joomla or Drupal
- Experience with CSS, HTML5, JavaScript, etc., a plus

Core Competencies:

- **Planning/Organizing:** Organizes work to maximize efficiencies; responds well to deadlines; keeps commitments by delivering on results; establishes and maintains priorities; manages conflicting priorities successfully; executes plan to achieve goals; holds self and others accountable
- **Creativity/Innovation:** Generates new ideas and concepts; finds new ways of doing something; initiates positive change through new or unusual ideas and solutions; thinks out-side the box; champions new initiatives and creative solutions
- **Resourcefulness:** Is cost conscious in the choices made; copes well with difficult situations and manages unusual problems effectively; considers others ways of achieving goals; looks for applicable solutions that have already been developed; builds and maintains social/professional networks to draw information and support from; involves experts and other relevant resources as appropriate to achieve goals
- **Negotiation:** Negotiates contracts and build trust with partners; creates a common ground by recognizing areas of agreement and focusing on areas of disagreement in a negotiation; captures the full value of an offer; accounts for all factors in a negotiation
- **Team Work:** Contributes skills to the unity and efficiency of the group to achieve common goals; puts the common goal and success ahead of individual accomplishments; respects others and the skills and experiences they contribute; includes others in decision making and direction; seeks consensus and group involvement; relays relevant knowledge and information as appropriate
- **Deadline Responsiveness:** Keeps close track of projects and tasks; works effectively to meet milestones; follows up with others to keep on track; ensures everyone involved delivers on commitments; is able to plan and organize work to meet deadlines; drives tasks through to completion; works well under pressure
- **Customer Focus/Customer Service Orientation:** Demonstrates understanding of customer needs – both internal and external; considers customer concerns, complaints and ideas; delivers services accurately and on time; establishes and maintains effective customers contact; suggests ways to improve processes to fulfill customer needs; anticipates needs of customers; provides profitable customer service

Values: Integrity; Honesty; Confidentiality; Self discipline; Respect for others; Ethics beyond reproach.