

Marketing Manager

DWC Specialties

DWC Specialties is growing our team with a Marketing Manager. In this new role, we're looking for someone who geeks out over the latest and greatest ways to share what DWC is all about with our customers, future customers, and our community. Someone who approaches each challenge with real world problem solving skills, a driven and optimistic attitude, and the need to work within a fast-paced, team-dependent environment. If you're looking to enhance your career with a team that's growing every year, then it's time for us to chat. Take a look at what specific skills we're looking for and if you've got them covered, fill out an application and we'll get a time scheduled to learn more about each other.

Responsibilities

While this list includes many of the day-to-day duties for the position of Marketing Manager, the ideal candidate will be willing and eager to jump into whatever the highest priority task is at the moment. DWC is a small team, so we need to be nimble and agile to pivot and adjust to whatever comes our way. No one on our team utters the phrase, "That's not in my job description" but instead proclaims, "How can I help?"

- Participate in the development of branding and corporate identity initiatives
- Develop and implement marketing plans, including promotional calendars and programs, new product introductions and other marketing projects
- Develop and manage marketing budgets
- Conduct customer, brand and product research initiatives
- Manage agency providers, consultants, freelancers and other suppliers, including contract negotiation and management
- Demonstrate excellent communication and interpersonal skills
- Oversee and manage the company website, including content creation and management
- Leverage CRM marketing tactics to reach clients and subscribers across email and text message campaigns and initiatives
- Track, measure, and analyze all marketing initiatives to report on ROI.
- Travel to and working with marketing teams from suppliers, manufacturers, vendors, and partners
- Travel to attend and represent DWC at industry trade shows

Experience & Expertise

This is by no means a comprehensive list of the skills we're looking for in our Marketing Manager, but it's a good start to get the conversation going. Perhaps you have a majority of these, but are missing a couple. No worries! Or you have additional skills and experience that aren't listed here but would contribute to the responsibilities of the position. That's great! Overall, we need you if you're technically capable, an excellent communicator, and have a desire to improve processes.

- Ability to demonstrate a successfully implemented and executed marketing campaign/initiative to expand an existing brand's footprint to intended audiences.
- Past experience with email marketing, lead nurturing, marketing automation, and web analytics.
- Proficiency with content management systems (CMS) for websites, content and email marketing, and social media management.
- Excellent communicator & creative thinker, with ability to use data and intuition to inform decisions.
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of DWC.
- Organizational skills to work independently and manage projects with many moving parts.
- Knowledge of various paid marketing channels and technologies, including paid search (Google AdWords), retargeting, and social network advertising (Facebook, Twitter, Instagram, and more).
- Bonus skills: HTML/CSS, Adobe Creative Suite.

Benefits

At DWC, we're proud to be able to offer up benefits and competitive compensation for all of our team members. What follows is a small list of what's available to all DWC team members. Additional details and expectations on each of these and more can be discussed during interviews.

- Health Insurance with 50% Single Premium Coverage by DWC
- 401K Plan and Company Match
- Profit Share
- Flexible Work Hours
- Paid Time Off, Holidays, and Sick Time
- Opportunities for Growth & Advancement