



## **Marketing Content Manager**

The Marketing Content Manager will increase web traffic, sales and brand awareness through the marketing of content online by creating "shareable" content, distributing content on the appropriate platforms and measuring the results of the marketing activity. Candidates will be experts on social media analytics, understand the nuances, advantages, and shortcomings of each platform, and know how to use data in formulating a campaign strategy. Being current on new technologies and marketing trends is vital to success in this role. The Marketing Content Manager consistently adheres to Shumaker's branding guidelines in all modes of work. Additionally, this position oversees the sales team. The ideal candidate will have experience in and display a passion for the events industry and in marketing content creation.

The successful employee will ensure the brand is fulfilled, core values are followed, and Shumaker's reputation for excellence is maintained. This position reports directly to the Owner and is part of the Leadership Team.

## **RESPONSIBILITIES**

### **Content Marketing**

- Orchestrate digital content strategies across all online platforms.
- Drive traffic and engagement that translates to sales and brand promotion.
- Build a content calendar and create a delivery strategy.
- Produce fresh, engaging, high-quality blogs posts, emails, case studies, social media content, presentation content, promotional materials and web copy.
- Generate ideas to increase customer engagement, while receiving and responding to feedback from customers.
- Manage a content marketing budget.
- Implement SEO best practices.
- Measure the results of marketing activity to inform future marketing campaigns.
- Keep up with current industry trends and topics to ensure effective communications.
- Provide accurate and timely project reporting on all content marketing activities.

### **Support Marketing**

- Act as contact person for all Company marketing needs.
- Attend marketing/networking events.
- Communicate with all Shumaker employees to enforce a clear brand identity.
- Keep informed of industry trends, colors, and styles to ensure Shumaker offers trend-forward creative advice.
- Work with photographers and manage Company video/photography library.
- Work with graphic designers as needed.
- Prepare limited traditional advertising as needed.

### **Oversee Sales Team/Leadership**

- Assign jobs to sales team members and oversee sales team efforts ensuring strong relationships with customers/vendors are developed and maintained.
- Ensure the sales team is communicating effectively with the Project Managers.
- Provide guidance, training, and problem-solving assistance to team members.
- Actively participate in the recruiting and interviewing process when selecting new members for the team.
- Deliver timely, specific, and actionable feedback in a motivational and thoughtful way.
- Practice empathetic "active" listening, being fully present in one-on-one and/or team meetings.
- Conduct a weekly sales meeting and continuing performance reviews for the team.
- Ensure each event is created to maintain a visual and cohesive look.
- Review and approve pro-forma profit margins.

### **Other**

- Regularly attend required meetings.
- Assume other activities and responsibilities from time to time as directed by the Owner.

### **Education and Experience**

4+ years experience in marketing or related field.

Proficiency with Google Analytics.

Proficiency with social media analytics.

Excellent time management skills.

Excellent administrative and interpersonal skills.

Excellent written and verbal communication.

Sales experience preferred but not required.

This is a 40 plus hour a week non-exempt position.

## Qualification Standards

<b>Education/ Training:</b>	High School education or GED preferred, but not required.
<b>Experience:</b>	4+ years marketing or related experience with a focus on digital content and social media
<b>Knowledge/Skills:</b>	Computer skills: word processing, email and spreadsheet. Ability to read financial reports.
<b>Attendance:</b>	Regular, predictable attendance.
<b>Other:</b>	Demonstrated ability to work well with people and communicate effectively. Must be 18 years of age or older.

## Position Requirements

<b>Essential Functions / Tasks:</b>	<b>Requirements:</b>
<b>Physical:</b>	
Vision	Ability to see color and texture.
Hearing	Hearing required to hear equipment & co-workers.
Sense of Smell	Not Applicable.
Gripping	Pick up boxes, cans, other products, tools and equipment.
Lifting	Up to 65 pounds occasionally.
Stooping	Rarely stoop and maneuver to pick up boxes from shelving and carts.
Squatting	Rarely squat and maneuver to pick up boxes from shelving and carts.
Push/Pull	Rarely pushing/pulling carts/racks weighing up to 500 pounds unassisted.
Kneeling	Rarely kneeling.
Climbing	Rarely climbing.
Bending	Rarely bending.
Reaching	Occasional reaching overhead, front, side and back.
Equipment Operation	Ability to safely operate department equipment.
Carry Objects	Rarely ability to carry objects weighing up to 65 pounds.
Sitting	Ability to sit for prolonged periods of time in front of a computer.
Walking	Short distances to bring items from miscellaneous areas.
Standing	Rare prolonged standing if onsite for a client or projects.
Work environment	Ability to work in a climate controlled environment.
Climate	Ability to work in a climate controlled environment.
<b>Mental &amp; Psychological Demands:</b>	
Comprehension	Understands and retains directions.
Reading/Writing	Advanced reading/ writing skills.
Speaking	Communicate effectively with co-workers.
Decision Making	Use advanced problem-solving techniques.
<b>Attention to Task/Detail:</b>	
Critical Thinking Skills	Organize tasks and set priorities.
Multi-Tasking	Perform and /or direct multiple tasks simultaneously.
<b>Interaction with Others:</b>	
Service	Exceptional ability to serve co-workers and clients reflecting Shumaker's mission and vision.
Co-workers	Work cooperatively and collaboratively with co-workers.