

Job Title: **Marketing Manager**
Reports to: VP of Sales & Marketing
Company/Location: Jetboil, Inc. Manchester, NH

Role Overview:

Reporting to the Vice President of Sales & Marketing, the Marketing Manager role is a sales-driven role responsible for developing and executing an annual marketing plan providing the foundation for all brand marketing activities worldwide.

Qualified candidates will have demonstrated the ability to think, plan and act strategically, while directly executing and administering details for effective implementation in a fast paced, collaborative environment. The ideal candidate will have demonstrated a broad range of capabilities across marketing disciplines including graphic design oversight, collateral development, promotions, advertising, PR, and online direct to consumer marketing.

Scope & Responsibilities:

- **Collateral Development** – Responsible for development and creation of all product and promotional materials, including packaging, catalogs, price lists, sales programs and promotions, POS, video and multi-media, and other sales and sales training tools,
- **Online, Print Advertising** – Responsible for development and implementation of a strategic ad placement campaign, including print and electronic media channels. Monitor and analyze ad driven revenue results, fine tune ad programs,
- **Events and Trade Shows**– Collaborating with sales team, manage all aspects of international and domestic trade shows, including planning, design, logistics, and travel,
- **Website** – Oversee and direct website activities including design, content, and jetboil.com e-commerce, including upgrades and enhancements. Work directly with web developers and graphic artists to design, develop, and execute online promotional programs. Increase web traffic and web sales to achieve growth targets. Monitor and analyze website metrics,
- **Social Media** - Develop and administer social media strategy with internal end user focused customer service role, including objectives, initiatives, and metrics. Monitor results and provide regular oversight and guidance for social media and end user efforts,
- **Public Relations**– Coordinate and oversee all efforts of external PR agency to attain high visibility within and outside outdoor industry to increase overall brand awareness and penetration of the brand message in core outdoor and new market channels where appropriate. Develop and execute the PR plan to maximize the potential for brand/product acknowledgements / awards; initiate and approve press releases,
- **Market Analysis** – Collect, format, analyze, and interpret market data on regular basis from various sources including purchased retail data providers. Develop conclusions to support various product, promotional, pricing strategy recommendations to business management.

Required Experience & Skills:

- 5+ years direct experience and proven ability to succeed over entire role scope and range.
- Exceptional sense of brand identity and opportunity.
- Exceptional writing skills.
- Strong teaming, collaboration, and verbal communication abilities.
- Strong graphic design aesthetic and intuition.
- Strong project management skills- attention to detail and ability to work to timelines.
- Solid numerical analytical ability and ability to identify trends and opportunities.
- 4 year post-secondary degree in Marketing, Communications, or similar highly preferred.