

Job Title: Marketing Manager

Company Information:

KL Communications is a fast-growing online market research firm driven by innovation and dedicated to building and maintaining Co-Creation Communities. We conduct qualitative research through our proprietary CrowdWeaving® platform in conjunction with ideation sessions, collaborative studies, and quantitative methods, to help our clients create and bring to market new products and services.

Job Description:

The Marketing Manager would be responsible for managing our marketing efforts and coordinating with our external marketing consulting firm to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan.

Job responsibilities include:

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Partner with external marketing consulting firm to design, test and evolve lead nurturing tactics.
- Market through various channels and segment databases working with large data sets
- Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics

Job Requirements:

- 4+ years of experience in marketing, has a Bachelor's Degree in Marketing or Business or similar
- Has an understanding of market research
- Proven experience developing marketing plans and campaigns and reporting on the results
- Proficiency with online marketing and social media strategy
- Exposure to digital and direct response marketing
- Competence as a creative writer with an eye for great emails and landing pages
- Strong project management skills
- Strong problem-solving ability, including metrics-driven thinking
- Familiarity with: Marketo, Hubspot, Salesforce or other marketing automation and CRM tools

Job Benefits:

- ✓ Competitive salary commensurate with experience
- ✓ Benefits
- ✓ Potential to work from home
- ✓ Opportunity to work with driven, talented professionals and exceptional clients
- ✓ Contribute and share in the success and innovation of a small but growing company