



Marketing Manager

Team: Marketing
Supervisor: Vice President of Sales/Marketing

Company:

With locations in Kansas City and St. Louis, Centriq Training is a technology training company invested in developing and supporting the IT workforce in the Midwest. We train IT Professionals from over 450 companies on Microsoft, Cisco, CompTIA, Java, Security, and more. Our 4 Month IT Career Program prepares individuals who want to begin a new technology career. Please visit our website @ www.centriq.com.

Description:

We're seeking someone both creative and strategic, who loves data and identifying new trends, is a heavy social media user in their spare time and is excited about creating great content. They must be technologically savvy and have an interest in modern media. This individual will interact with sales, operations and the training departments to drive direct response campaigns and to ensure that the brand is represented appropriately across all mediums, and who will embrace Centriq's Core Values.

Communication
Empowerment
No Student Left Behind
Transformation
Innovation
Quality

Responsibilities:

- Data collection and analysis and data-driven lead generation marketing
- Building marketing programs to support specific objectives across different channels and segments in support of our overall strategic marketing plan
- Marketing through various channels and segment databases working with large data sets
- Developing business cases for marketing programs at the proposal stage and make recommendations on marketing tactics
- Evaluating the impact of marketing programs in achieving their stated objectives
- Proposing and managing marketing research projects to generate consumer insights in support of improved marketing strategy and communications
- Partnering with internal management, external agencies and vendors

- Leading the execution of marketing programs from start to finish, driving collaboration with the management team and leveraging the right internal processes
- Overseeing other members of the marketing team, including marketing coordinators, developers and interns

Requirements:

- Bachelor's degree in Marketing, Communications or related field **or** equivalent experience
- Photography, videography and editing experience
- Sound understanding of marketing principles
- Strong oral and written communication skills along with excellent proofreading skills
- Self-starter personality; ability to prioritize and manage multiple projects and responsibilities simultaneously, ensuring deadlines are met
- Adaptable to change, open to new ideas, open to taking on new responsibilities and adjusting plans to meet changing needs
- Ability to work independently as well as part of a team
- Intimate understanding of traditional and emerging marketing channels
- Excellent communication skills
- Ability to think creatively, innovatively and strategically
- Budget-management skills and proficiency
- Professional judgment and discretion that comes from years of experience in the field
- Analytical skills to forecast and identify trends and challenges
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.
- Robust understanding of data-driven marketing

Skills:

- Net-Results or other marketing automation software
- CRM
- Adobe Products (with an emphasis on Illustrator, Photoshop and Premier Pro)
- Office 365 (with an emphasis on SharePoint and Teams; Power BI experience a plus)
- WordPress (Elementor experience a plus)
- Social Pilot or other social media management platforms
- Google Analytics

Perks and Benefits:

- Competitive Salary
- Health
- Dental
- Vision
- Prescription Drug
- Flexible Spending Accounts
- Life Insurance
- 401(k)
- Company gatherings and social events

The Marketing Manager job description is subject to additions and revisions based on changes within the company.