

Greater Cleveland Partnership Job Description

POSITION TITLE:	Marketing Manager
DIVISION:	COSE Marketing
REPORTS TO:	Director, Marketing
FLSA CLASSIFICATION:	Exempt

POSITION SUMMARY:

The COSE Marketing Manager will be responsible for marketing communication needs and work with internal clients to develop strategic, integrated marketing communications' plans to support the overall organizational strategy and for managing projects from concept through completion and for tracking and reporting results.

ESSENTIAL FUNCTIONS:

- Develop strategic and comprehensive marketing communications initiatives to support COSE's overall business goals, seeing them through from concept through completion
- Write and edit copy for content marketing initiatives to prompt discussion and drive traffic
- Uphold and maintain adherence to editorial and brand identity guidelines
- Manage heavy work flow and tight deadlines, often interacting with external vendors
- Maintains and updates web pages, blogs and social media
- Ensure that projects are completed within budget.
- Track and report on results of marketing communications programs
- Assist in the management and organization of social media sites and accounts
- Manage and deploy all email and web advertising campaigns including graphics, copy, statistics and pay per click campaigns
- Contribute thoughts and suggestions based on current marketing trends
- Other job-related duties as assigned.

COSE ESSENTIAL FUNCTIONS:

- Ensure focus on COSE core values (Sincere, Helpful, Resourceful, and Responsive).
- Document & track all member engagements in CRM
- Attend COSE & Chamber events as required to engage with prospects & members

PREFERRED EDUCATION, EXPERIENCE AND SKILLS:

- Bachelor's degree in journalism, marketing communications or related field
- Three to five years related work experience
- Long-term and short-term planning skills
- Commitment to quality
- Strong, demonstrated written and verbal communication skills
- Customer service/account executive mindset and proven experience

- Creative approach to problem solving
- Ability to manage multiple clients and multiple projects, prioritizing workload as needed
- Ability to manage external resources
- Strong technology skills including high proficiency in Microsoft Office Programs including: Word, Excel, and Outlook
- SiteCore CMS and Marketo experience preferred
- Journalism experience preferred

PHYSICAL REQUIREMENTS:

- May be required to work more than 8 hours during a workday
- Sitting for long periods of time
- Some travel/driving required
- Significant manual dexterity for keying in data for long periods of time

SCHEDULING REQUIREMENTS:

- Must be available to work occasional off-hours
- Must be available during standard business hours
- Incumbent has flexibility to schedule activity with the approval of supervisor
- Aspects of this position may be performed from a remote location with the approval of supervisor.