



Job Title: Marketing Manager
Reports To: Vice President, Sales and Marketing
Location: Golden, Colorado
Contact: connections@talentrust.com

COMPANY OVERVIEW

Based in Fredericton, New Brunswick, AutismPro provides online professional development, case management and evidence-based resources that equip educators and school staff to confidently meet and manage the unique challenges that a student with autism will present daily. AutismPro's US sales and marketing operations are currently being established in Denver, Colorado. The employees of AutismPro share a common purpose: to help educators improve and strengthen the lives of students with autism.

POSITION SUMMARY

As a Marketing Manager, you will be part of a growing US-based organization that is responsible for developing AutismPro's U.S. K-12 education business. Marketing's current function is lead generation and brand building. Therefore, we are looking for a performance-based marketer who is willing to wear many hats to accelerate the growth trajectory of the business.

You will work in close alignment with the VP of Sales and Marketing to begin building a high performance team that together, will achieve the metrics necessary for growing our business. You will execute on the current plan for the academic year, and help to create next year's plan. Plan elements will include conference and event coordination, online and offline lead acquisition programs, sales support and materials creation, staying current in the minds of our prospective customers, as well as establishing AutismPro as an expert-based brand.

PRINCIPAL DUTIES AND RESPONSIBILITIES

In addition to growing brand awareness within target audiences, a primary responsibility will include generating traffic and leads targets by effectively communicating customer benefits through successful integration of a variety of online and offline marketing vehicles:

1) Marketing integrated program and event development and execution

- Manage marketing campaigns end-to-end, including developing campaign strategy, developing & presenting creative brief, evaluating creative options, establishing & reporting on metrics for success
- Campaigns can include and are not limited to email, trade show, sponsored events, and web based offers
- Ensure that your campaigns are executed flawlessly and in timely fashion

2) Database segmentation and email marketing

- Leans on background and experience with CRM systems and direct response marketing and techniques
- Develop and implement effective e-mail marketing strategies including contact strategy, segmentation/targeting, ongoing testing and content & creative optimization
- Create effective email marketing that will drive value to the recipient and trigger the desired response. Create relevant landing pages or micro sites as needed to support email initiative
- Execute multiple segmented email campaigns using Salesforce and Mail Chimp applications
- Maintain ongoing data hygiene of our prospect database and uphold data entry protocols
- Seek new opportunities to further leverage e-mail marketing and support corporate initiatives
- Coordinate and provide reporting to all stakeholders and C-level management on email initiatives

3) Web site promotion, search engine optimization and social community development

- Understand our users' behavior, and web habits of educators who turn to the Internet for educational resources information
- Partner with our web master and IT staff to build websites, with goal of maximizing segment response triggers, search engine results and creating a strong online presence
- Full understanding of online media, such as pay-per-click, banner advertising, sponsorships, search engine optimization, online aggregators, social media, and analytics used to measure these programs
- Maintains a positive browsing experience for all users within the website by keeping website current and dynamic and continually searching for new creative ways of increasing response and conversion rates.
- Responsible for editing and/or creating new website content that can include use of new images and new media

- Develop and integrate new, creative methods for attracting customers to our products such as Facebook, Twitter and other social media programs. Oversee social media feedback and response

4) Communications, PR, sales support, and metrics

- Manage to and update regularly the annual marketing calendar for all offline and online activity
- Stay abreast of the competitive landscape and alter messaging to maintain lead. Conduct annual competitive analysis
- Regularly interface with all sales representatives to understand their needs for marketing assistance
- Create mini campaigns and publish sales tools and resources that can assist the sales team in their respective territories
- Partner with our media vendors and PR partner and vendor to coordinate content sharing and syndication opportunities and to identify maximizing points of campaign integration
- Perform a detailed quarterly analysis across programs, campaigns and segments and make actionable recommendations for improvement. Provide regular updates to internal cross-functional partners.

QUALIFICATIONS

- BA/BS required from an accredited university in marketing or related field, MBA or advanced degree a plus
- 5-10 years of marketing or marketing communications experience
- 3-5 years online marketing experience
- Demonstrated success in conventional and performance marketing initiatives. Previous coordination of details and tactics should include event coordination, web-based marketing initiatives and successful outcomes utilizing email marketing best practices and industry best practices
- Demonstrated copywriting success in all formats of marketing communications; is an engaging and articulate writer and an active participant in social media
- Hosts strong customer and motivated-learner orientations
- Basic knowledge of autism and special education system desirable
- Exceptional attention to detail and ability to effectively multi-task
- Energy, motivation, and commitment to drive to results in a fast-paced environment
- Passion for the online marketing space with a solid understanding of direct marketing principles
- Well developed analytical and MS Excel skills and familiarity with core email marketing metrics
- Exceptional planning and project management skills and enjoys rolling up sleeves to execute to success
- Develops and manages complex marketing programs or campaigns that meet or exceed sales plans & marketing metrics
- Can manage time and project details and can communicate appropriately if plan is off target
- Thinks strategically – informed by data and competitive analysis to represent the customer
- Prioritizes business opportunities to ensure focus on projects with the biggest ROI or strategic impact
- Excellent verbal and written communication skills
- Understands brand promise and ability to ensure consistent, on-brand messaging
- Positively interact and work effectively with all levels of management.
- Passion for understanding customer needs and using customer insights to drive effective and engaging content
- Competent in marketing applications: Webex, Salesforce.com, MS: Word, Excel, and PowerPoint
- Ability to travel to tradeshows, Canadian headquarters (approximately 30%)
- Ability to travel up to 30% of the time

COMPENSATION

Base compensation of up to \$65K with the opportunity to earn \$75-80K first year. In addition to offering competitive compensation, our client also offers a benefits package.

Qualified and interested individuals should contact connections@talenttrust.com for more information.