

Marketing Manager

COMPANY PROFILE

Team Holdings Inc., dba Vario Productions (aka Vario) is a national live event production company, specializing in Corporate Events and Meetings, Galas, General Sessions, and Activations. We produce hundreds of events per year, and our clients have taken us throughout the United States and internationally. Our vast array of services include everything from production management, lighting, A/V, large-scale event technology, and our own Event App and Virtual Meeting Platform.

The Marketing Manager will focus primarily on the promotion of the company through various marketing channels. This individual will work closely with the Sales Team to develop and implement creative marketing campaigns that promote public awareness and drive business to the company. Main responsibilities include: Nurturing key relationships with internal stakeholders, media partners, and overseeing the media buying and billing process; market research, contract negotiation, and fulfillment; Working with management to establish national marketing and advertising relationships to form promotional partnerships and trade opportunities; Supporting the sales team to develop successful sales strategies. Additionally, this position will be responsible for website maintenance, email marketing, social media initiatives, and graphic design projects as well as other marketing duties as needed. The ideal candidate will have a positive, can-do attitude who is able to multitask and wear many hats.

CANDIDATE PROFILE

Education and Experience

Required:

- 4-year degree from an accredited university in Business Administration, Marketing, Hotel and Restaurant Management, or related major; 5 years experience in a related professional area.

OR

- 2-year associates degree in Business Administration, Marketing, Hotel and Restaurant Management, or related major; 8 years experience in a related professional area.

AND

- Strong communication skills, excellent organization and time management, thoroughness, and the ability to handle multiple priorities. Strong computer skills a must (including Zoom, Word, Excel, Powerpoint, Google Docs/Drive, Hubspot, Wordpress, Canva, Adobe Photoshop, Adobe Premier or similar video editing software, Dropbox, Clickup). Flexible attitude. Strong math skills; customer service oriented; self-managed and goal-oriented; excellent presentation, people, and writing skills; ability to work in a team environment and be a motivating influence.

Must have working knowledge and experience with Hubspot, WordPress, GA4, and SEO

Preferred:

- 4-year college degree.
- Experience marketing for a medium-sized company.
- Event industry work experience, demonstrating progressive career growth and a pattern of exceptional performance.

CORE WORK ACTIVITIES

- Works with Business Development by researching and developing marketing opportunities and plans.
- Assists Director of Sales with information and recommendations to strategic plans, identifying trends; determining improvements; supporting change.
- Meets marketing financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Accomplishes marketing objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion program.
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product appearance; coordinating new product development.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Protects the organization's value by keeping information confidential.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; and participating in professional organizations.
- Assist with CRM software (Hubspot) as one of the administrators for the company.
- Regularly update the company website utilizing Wordpress.
- Use Clickup for internal project management and interdepartmental communication.

- Work with management to design and implement trade show booths and other marketing materials as needed.
- Perform cost analysis on marketing investments such as trade show participation, print and web advertising, paid referral lists, etc.
- Manage and maintain online social media presence by updating accounts daily or as directed by management.
- Design social media content using Canva and Adobe products.
- Procures images and content, publishes Blogs and other similar online postings on a regular basis.
- Design and implement all online and print marketing materials.
- Ensure effective, branded marketing communications including the company website, print communication, and advertising.
- Analyze and present data to management of the effectiveness of all marketing efforts.
- Complete other duties as assigned by supervisor to include departmental cross-training.
- Develops strong partnerships with organizations to further increase brand/product awareness.
- Develops and manages internal key stakeholder relationships.
- Gains understanding of the company's primary target customer and service expectations; serves the customer by understanding their business, business issues, and concerns.
- Creates content that appeals to target market and increases brand exposure.
- Ability to work a flexible schedule.
- Must be able to lift up to 50 lbs.
- Reports to the CEO and the Director of Sales.

COMPENSATION/BENEFITS AND SCHEDULE

- \$60,000 - \$80,000/year annualized, commensurate with experience + company benefits package:
 - o 401k with company match
 - o Medical, Dental, Vision, Life Insurance
 - o Long and Short Term Disability
 - o Paid Vacation, Sick, and Holidays
- Work Hours vary based upon time zones of internal stakeholders.
- Up to 10% Travel as required