

Job Description

Position: Marketing Manager

Location: Atlanta, GA

Reports to: Vice President, Client Development

Summary:

This key role will help design and drive all agency marketing and sales support initiatives across multiple channels. The individual will also provide support for senior level consultative sales engagements with top brands and retailers.

The primary goal of the Marketing Manager is to maintain a pipeline of consistent high quality lead generation including the development of targeted prospect lists, campaign strategies and hands on management of all tactical elements and supporting technologies in the execution of campaigns. The ideal candidate will work closely with our cross-functional account, strategy and creative teams and heads of operations as well as with all functional and subject matter experts within the agency network.

This is an ideal role for a candidate with experience in creative and marketing services agencies with a high digital IQ. Technology marketing professionals will also be considered.

Day to day tasks

- Multi-channel campaign management
- Ongoing development and maintenance of the agency's prospecting database
- Direct support of the end-to-end new business development & pitch processes
- Project management of all internal sales and marketing projects including email, digital marketing, social media, trade shows, collateral, case studies and ongoing maintenance and library duties for all supporting content
- Execution of response to inbound inquiries, RFP responses, routine sales follow up and lead nurturing activities
- Assistance in the development of and adherence to agency best practices for all marketing processes
- Development and maintenance of agency social media channels
- Industry trends and competitive research
- Sales database & pipeline updating and reporting

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- Management of analytics and development of insights for future campaigns

Desired Skills

- Bachelors Degree in Business, Marketing or Liberal Arts/Communications
- 7+ years of experience in marketing, account management, sales, support
- Very astute with social media and great computer skills including CRM/Contact management systems, Apple Keynote and light HTML and image processing skills
- Creative problem solving skills
- Excellent professional writing skills
- Self-confidence, flexibility and sense of humor
- Results driven attitude with a hunger for success