



Marketing Manager

Job Scope

The Marketing & Advertising Manager plans, manages, and oversees all aspects of various marketing campaigns to effectively promote FSG's products and services online. Duties include planning digital campaigns, planning traditional advertising campaigns, collaborating with and delegating responsibilities to the marketing team, and measuring the performance analytics of campaigns. The Marketing & Advertising Manager uses the latest tools, trends, and techniques to engage audiences and seek sales leads for FSG sales teams.

The primary objective of this role is to provide direct oversight of marketing and advertising at FSG under the guidance and direction of the Director of Marketing and Communications. The main goal of this role is to help ensure that FSG has a quality digital presence, traditional advertising presence, and more in the marketplace across various marketing channels, including traditional websites, social media, email, tradeshow, and more.

Responsibilities

- Handle all aspects of various strategic online initiatives.
Handle and lead efforts related to trade show attendance, messaging, and results.
Lead marketing campaigns from the idea stage through to their execution and implementation.
Monitor and evaluate campaigns to keep them fresh and compelling.
Negotiate advertising contracts as needed.
Work with other department heads and staff to discuss plans and marketing strategies.
Collaborating with finance staff to set and stay within budget.
Staying current with emerging opportunities in the digital marketing world.

Requirements

- Bachelor's degree in marketing or related field required or relevant work experience.
Five or more years of experience in digital marketing and advertising.
Well-versed in the use of social media as a marketing tool.
Understands website metrics and best practices.
Experience with search engine optimization, lead generation, and email marketing.
Able to work with colleagues at all levels to develop marketing goals and evaluate results.
Good at problem-solving and communication.
Strong writing skills.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.