

**Job Title:** Marketing Manager  
**Department:** Sales & Marketing  
**Location:** Fort Worth, TX  
**Reports to:** VP of Sales & Marketing

## Job Summary

Pottorff is seeking a dynamic and results-driven Marketing Manager to lead the marketing department for a large HVAC manufacturer. They will be responsible for developing, implementing, and managing marketing strategies and campaigns to drive brand awareness and business growth for the company. This role requires a strategic thinker, a creative problem-solver, and a team player with a proven track record of success in the marketing field.

## Key Responsibilities

### Strategic Planning:

- Develops and executes comprehensive marketing plans aligned with business goals and objectives.
- Conducts competitor research and analysis to identify target markets, trends, and opportunities.
- Develops and manages marketing schedule and budget, ensuring efficient allocation of resources.
- Maintains the company's brand image and messaging.

### Campaign Execution

- Plan, implement, and manage marketing campaigns across various channels, including digital, social media, email, and traditional media.
- Create engaging and compelling marketing content, including website copy, social media posts, email newsletters and advertising/sales materials.
- Oversee and optimize SEO efforts to improve online visibility and drive traffic

### Performance Measurement and Analysis

- Track and analyze key marketing metric (website traffic, ROI) to measure campaign performance and identify areas for improvement,
- Prepare regular reports and presentations on marketing performance and align strategies as needed.

### Team Leadership and Collaboration

- Lead and mentor a team of marketing professionals, providing guidance, training, and support.
- Collaborate with other departments, including sales, product development, and customer service, to ensure alignment and achieve business goals.

### Other Responsibilities

- Plan and manage in-house training events and support external events for sales team.
- Manage inventory including printed materials and branded merchandise.
- Stay up-to-date on the latest marketing trends, technologies, and best practices.
- Design and maintain three brand websites.

### Required Skills and Qualifications:

#### Education

- Bachelor's degree in Marketing, Communications or related field.

## **Experience**

- 5+ years of experience in leading a marketing department, preferably in the manufacturing field, with a strong track record of success in developing and executing successful marketing campaigns.
- 5+ years of supervisory experience.

## **Technical Skills**

- Proficiency in Adobe Creative Cloud, including Dreamweaver.
- Experience with website development and maintenance.
- Experience with email marketing and social media platforms.
- Strong analytical skills.

## **Soft Skills**

- Excellent communication, interpersonal, and presentation skills.
- Strong leadership and time management skills.
- Ability to work independently and as a team.
- Creative and strategic thinking skills.
- Problem solving.