

Job Description – Marketing Lead

Title: Marketing Lead	
Division/Manager: Business Development Director	Location: Dallas, Texas

Detailed Description

Lead the coordination efforts for event campaign logistics, digital support, promotional items, and special projects and act as primary escalation resource for Coordinators. Supervise and/or perform the management of marketing reimbursement for vendor reimbursements. Develop and maintain a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic across all Netsync social sites. Coordinate flow of information and communication and disseminate it according to overall marketing plan/strategy: content, media, web copy, website updates, internal communication, blog, case study, and whitepapers. Acts in the capacity of Marketing Manager when the MM is out of office, on vacation, or otherwise indisposed for any reason.

Roles and Responsibilities:

- Work with Marketing team to create, deliver, edit, and optimize all marketing materials.
- Lead the development of companywide social media management standards, policies, and rules of engagement.
- Mentor and provide training to all Netsync individuals throughout the organization on best practices for creating, managing, monitoring, and developing content for social networks.
- Build and manage the company's social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant.
- Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, whitepapers, case studies, videos, webinars, infographics, etc.). Ensure that messages are supportive of and consistent with Netsync marketing strategies.
- Identify ways to integrate social media into Netsync business strategies and marketing campaigns. Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Work with Marketing department to improve organic search engine performance and goal-setting based on click-through rates, traffic, and conversions.
- Collaborate with designers and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience.
- Assist with all aspects of executing marketing events, tradeshow, customer events, and partner sessions. This includes site selection, negotiating contracts, banquet orders, assigning speakers,



ordering gifts/giveaways, off-site coordination of logistics, invitation development, emailing invitations, and tracking follow-up activities to measure results of the event (ROI).

- Assign leads to sales team through CRM tool from executed marketing initiatives.
- Work with accounting department to accurately track the processing of claims and ensure prompt payment by vendor partners.
- Performs any other tasks or related duties as assigned by the Marketing Manager.

Additional Duties:

- Help to promote uniformity and consistency of brand
- Enforce brand marketing guidelines cross multiple platforms
- Collaborate with Marketing team to provide design and direction for collateral, web, and other visual communications media for the company.
- Write and post press releases. Oversee relationship with PR newswire, as needed
- Manage and update the company website.
- Manage promotional items including budget, selection and inventory

Skills and Experience:

Two year of marketing/communications and event experience required, preferably in a professional services organization

Excellent verbal and written communication skills

Strong planning, organizational and problem-solving skills, with good time management and attention to detail

Experience working with cross-functional teams

Proficiency in Microsoft Office Suite, email automation tools, Adobe Creative Suite, WordPress

Experience working with CRM tool i.e. Microsoft Dynamics

Demonstrated experience in developing content and managing communications across various social media platforms including Facebook, Twitter, Linked In, and Hootsuite

Experience developing and managing compelling and informative website content

Minimum Qualifications/Technical and Education Requirements:

Bachelor's degree in relevant field

Employee Signature

Date