



Marketing and Communications Manager

Reports To Senior Manager, Marketing and Communications
FLSA Exempt - Full Time
City/State Remote

Description **GENERAL DESCRIPTION OF POSITION**

Are you a person who:

- Can quickly and clearly convey ideas in writing, leaving your reader wanting more?
- Can take a high-level strategic message or vision and break this down into a tactical communications plan?
- Wants to work as part of a collaborative team where you are a true contributor, able to use your creativity and talent?
- Create web copy that converts site visitors into fans?
- Write email copy that stands out amongst inbox clutter and gets opened and read?
- Understands how to create and manage a presence on social media while maintaining a brand's unique voice?
- Is committed to meeting timelines and performing within budget?
- Wants to leverage and expand your skills as a marketing generalist - able to work in multiple marketing channels, for multiple clients, and on multiple projects?
- Aims their performance at strategic goals (i.e., sales revenue or event attendance) in addition to marketing goals (i.e. click-throughs)?

If so, please apply for this role. You are the type of individual we want on our team.

Our growing company is hiring a Marketing & Communications Manager who will be an integral part of the Marketing Department in organizing and leading various internal and external client projects. This is a high-performing marketing generalist role. It involves developing great communications, building, and executing project plans, managing timelines and budgets, creating and protecting our brand voice, and working simultaneously with a variety of stakeholders, in multiple channels, and for multiple clients. This person will tap into their intellectual drive, creativity, and relationship-building attributes to create robust marketing and brand strategies in support of growth-oriented short and long-term business goals. He/she will execute strategy, branding, messaging, publications, and social media.

The successful candidate will **likely** (preferred):

- Be a student of great marketing; able to recognize and excited by truly effective marketing and communications
- Have knowledge and experience in managing web content, social media, and email marketing
- Have high natural detail orientation
- Be a strong and dedicated planner and organizer



- Be an early adopter of new communications channels and media
- Have a bachelor's (or higher) degree in Business, Communications, Marketing, Advertising/Public Relations, Journalism, Graphic Design or related field
- Have at least two (2) years of relevant experience is required for consideration

The Marketing and Communications Manager will **definitely** be expected to (required):

- Be competent to advanced in using Microsoft Office applications (Word, Excel, Outlook, PowerPoint)
- Meet deadlines and timelines (they are not suggestions)
- Work within budget
- Demonstrate strong writing skills
- Be creative in how you write, speak, and overcome barriers

EXPECTED TRAVEL

A few nights per year.

* * *

EQUAL EMPLOYMENT OPPORTUNITY

CGi is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.