



Full Time Marketing Manager for Furniture Interior Solutions in the Education, Healthcare and Laboratory Market Segment

Do you want to join a winning culture?

How about finding your professional home with people you actually enjoy working with?

The Marketing Manager for Northeast Interior Systems, Stonecreek Interior Systems and Artisan Millwork works in cooperation with the rest of the team to translate strategic plans into marketing actions as well as measure and report on results.

The responsibility of the Marketing Manager spans three brands (NEIS, SIS and Artisan) and different areas of Marketing. The Marketing Manager oversees multiple projects, oftentimes simultaneously, ranging from digital campaigns to tradeshow and event marketing and everything in between. A strong emphasis is placed on Digital Marketing, specifically SEO and Content Marketing strategies. The position requires the ability to wear different hats and switch gears between markets and customer needs that are distinctly different. The Marketing Manager works in cooperation with others and is responsible for ensuring project timelines and milestones are met. The Marketing Manager helps the team to “communicate a brand” that is committed to listening to their customers and passionately works alongside them; in developing product and service solutions that answer their needs.

This position is based out of Stonecreek’s office in Grand Rapids, MI.

Essential Functions, Duties and Responsibilities

Communication:

- Implement internal / external communications including email blasts, notifications and news releases.
- Create and update Sales, AIA, and training presentations in Prezi, PowerPoint or other format based on provided content.
- Execute Social Media campaigns.
- Support video creation as needed.

Digital:

- Responsible for company websites (updating existing, as well as, developing new ones).
- Develop SEO and SEM goals and strategies.
- Successfully develop tactics and plans to reach SEO and SEM goals.
- Manage digital agency relationships and day-to-day production, as well as campaign budgets and schedules.
- Own and maintain site analytics, metrics, and campaign reporting.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs); to help shape future marketing decisions.
- Lead various website development projects.
- Brainstorm and develop Content Marketing Strategy and Activities.

Events:

- Manage trade show participation, logistics, and communication.
- Limited travel can be required to support trade show projects.
- Coordinate customer, community, and Territory Manager events.

Sales and Marketing Materials:

- Brainstorm and develop ideas for creative and effective ways to expand existing line of Sales and Marketing Materials.
- Drive expansion of Sales support tools.
- Manage sales leads.

Organization:

- Maintain marketing digital assets, including photographs, marketing materials, etc.
- Order and inventory collateral materials, such as business cards, envelopes, etc.
- Maintain assigned marketing process documentation.
- Register AIA presentations, and provide certifications to attendees.

Marketing Collateral and Support Material:

- Design and create graphics, brochures, catalogs and other items as directed.
- Order, inventory and distribute company branded items (e.g., samples, collateral, apparel, giveaways, etc.) to support sales and marketing efforts.
- Inventory and distribute marketing materials for sales teams.
- Create and update specification sheets based on engineering input for all current and new products.

People Processes:

- Respond to employee inquiries in a timely, professional and courteous manner referring employees to other staff for inquiries outside the scope and knowledge of the position.
- Uphold company policies.
- Protect the interests of employees and the company in accordance with company policies.
- Assist with the SERV employee recognition program.

Leadership Responsibilities (No Direct Reports):

- Maintain strict confidence of confidential information not generally known or available outside of the company received while performing employment activities. Exercise a reasonable degree of care to prevent disclosure to others.
- Maintain technical and relevant knowledge through participation in workshops and publications.
- Proactively identify change opportunities; promote continuous improvement across department and organization.
- Represent the company in a professional manner in all situations and in all types of communications.

General Responsibilities:

- Support and drive Northeast Interior Systems values, strategies and goals.
- Work with others in a collaborative, team-oriented environment based upon a commitment to the organizations and each person's success.
- Interview and manage subcontractor consultants to assist in the development of the marketing materials and platforms to achieve the desired results (i.e., web developers, advertising agencies, photographers, media outlets, trade show companies, etc.)
- Travel to other office locations on an as needed basis.
- Work in an extremely safe manner, following all safety rules and regulations.

- Support and uphold the company's values – People, Integrity, Intention, Achievement and Humility.
- Develop teamwork by establishing and maintaining effective working relationships with all employees and business contacts.
- Exhibit respect and truthfulness in every interaction, while doing what we say we'll do.
- Work with enthusiasm, remain optimistic, and seek innovative solutions to problems.
- Work with focus, discipline and a sense of urgency to accomplish personal, professional and company goals.
- Demonstrate intolerance for complacency and fearlessly pursue new opportunities and innovations.

Qualification Requirements:

- Bachelor's Degree in Marketing or relevant field.
- Proven working experience in digital marketing and knowledge of how to best drive organic traffic to websites.
- Proven writing and editing experience for sales support and SEO purposes.
- Demonstrable experience in successfully leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.
- Energetic, forward-thinking and creative individual with high ethical standards.
- Outstanding interpersonal and communication, both written and oral skills.
- Professionalism to effectively interface with all levels of employees and the public.
- Evidence of strong organizational, analytical and project management skills; exceptional attention to detail.
- Ability to think critically and outside the box, offering suggestions on departmental improvements and projects.
- Strong time management and ability to prioritize and manage multiple tasks and responsibilities; ability to work under deadline pressures.
- Superior attendance, reliability and work performance records.
- Ability to work extra hours as job requires for special projects.
- Proficient using of Microsoft Office programs and web analytics tools. Experience in using WordPress, Adobe Creative Suite specifically InDesign, Photoshop, Illustrator, Premiere Pro is a plus.

In addition to being a great place to work, we offer a competitive compensation package including hourly rate as well as generous PTO, health and welfare benefits.

If you are looking to join a winning culture with a market leader... Please send your resume in confidence to Human Resources at hr@neis.cc and visit us on the web at www.neis.cc , www.stonecreek.cc , www.Artisanri.com to see a collection of projects we've completed with passion and creativity and see why Northeast Interior Systems, Stonecreek Interior Systems and Artisan Millwork collectively is a great place to call your professional home.

Affirmative Action Equal Opportunity Employer/Drug-Free Workplace