



Marketing Manager

REPORTS TO

Senior Vice President

LOCATION

Hybrid or Remote, United States

TYPE

Full Time

FLSA STATUS

Exempt

SALARY RANGE

\$90K - \$120K a year

BENEFITS

Medical, Dental, Vision, HSA, LSA, & Monthly Tuning

SUMMARY / OBJECTIVE

At Biofield Tuning, marketing is about understanding people and building awareness of how our products and services can satisfy their needs. We're looking for an experienced and versatile Marketing Manager who's eager to do this and more. The ideal candidate has experience in developing and executing marketing campaigns while managing and inspiring a team. The Manager should be equally proficient with day-to-day marketing activities, long-term strategizing, working with deadlines, and hold the ability to pivot when needed to meet the company's changing needs.

The Marketing Manager is responsible for authentically strengthening our brand awareness with our target audience while maintaining the love we have for healing and our community, through brand marketing strategy, campaigns, consumer engagement & activations, and social media / influencer strategy & execution.

RESPONSIBILITIES / DUTIES

Management

- Trains, supports and mentors members of the Marketing Team.
- Assigns duties and responsibilities and oversees workflow of staff.
- Oversee the day-to-day workflow of the Marketing Department.
- Resolve issues to ensure expectations and/or restrictions are understood.
- Oversee research, innovations & integration of department efficiencies and operations.
- Reports to manager on any pertinent information regarding department/responsibilities.

Strategic Planning

- This role develops organizational goals into annual timelines, workflows, and campaign arcs.
- Plans and implement campaigns across all channels.
- Plans and maintain marketing roadmaps, sequencing and pacing.

- Gathers and analyzes information to identify new markets and customers, demand for products and services, and efficacy of existing marketing campaigns and strategies.
- Conducts market research, sales forecasting, and strategic planning to assess and ensure the sale and profitability of products.
- Identify trends and insights and optimize spending and performance based on insights.
- Provide thought leadership and perspective for adoption of emerging technologies.

Campaign Creation & Analyzation

- Collaborate with internal and external teams to produce, monitor, and optimize multiple digital campaigns.
- Track projects to measure effectiveness and prepare status reports for stakeholders.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Monitor KPIs such as lead generation, conversions, engagement, and revenue impact.
- Instrument conversion points and optimize user funnels.

- **Additional Accountabilities**

- Collaborate with internal teams to optimize user experience.
- Collaborate with internal and external teams on writing and implementing creative copy for display/search ads, landing pages, video and positioning to ensure brand standards and accuracy.
- Provide editing, copywriting, and creative design for marketing materials including brochures, websites, fliers, etc.
- Manage marketing technology integrations.

Other Responsibilities

Requires work with others in a group or team, external customers, face-to-face discussions with individuals or teams. Requires strong interpersonal and communication skills that support individuals and teams, effective problem resolution, and sustainable, successful working relationships.

KNOWLEDGE, SKILLS, AND ABILITIES

- Demonstrable experience leading and managing display advertising, SEO/SEM, email, marketing database, social media campaigns and more.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools and the media buying space (DSPs, DMPs, SSPs)
- Strong communication, writing and editing skills.
- Experience in setting up CRO platforms (Optimizely, Google experiment, VWO)
- Strong analytical skills and data-driven thinking
- Up to date with the latest trends and best practices in online marketing and measurement.

EDUCATION AND EXPERIENCE

- Bachelor's degree in marketing, business or related field (MBA preferred)
- 5+ years of experience in marketing, with at least 3 years in a management role.
- Experience with marketing automation and CRM tools.
- Adobe Creative Suite: Photoshop, InDesign, Illustrator
- Strong technology acumen working with Microsoft Office, G-Suite, Shopify, Canva, and project management software.

PHYSICAL REQUIREMENTS

Bending or twisting, reaching, sitting, standing, climbing, and walking. Safely moving or lifting objects up to 10 pounds. Use hands to handle, control, or feel objects, tools, or controls.

WORK ENVIRONMENT

This is almost exclusively a computer-focused, office-based position. It is required that this individual is adept in using multiple forms of technological communication. If working outside of the office at any point, it is imperative that the person who fills this role is easily accessible and responsive during business hours.

TRAVEL

No travel is expected for this position.

This Job Description is not a contract of employment. All employment remains at will. Performing all or some of these tasks to expectation is not a promise or guarantee of continued employment. This Job Description and any tasks listed can be temporarily or permanently changed or modified at any time in the company's sole discretion, with or without prior notice to the employee and with or without being in writing. You may be required to perform other jobs for the company even if not within your job or department. The duties and responsibilities describe the general nature and level of work performed in this job. They should not be construed as an exhaustive listing of all job duties and responsibilities by employees so classified.